SEPTEMBER 27, 1943 PRICE 15 CENTS

BROADCASTING

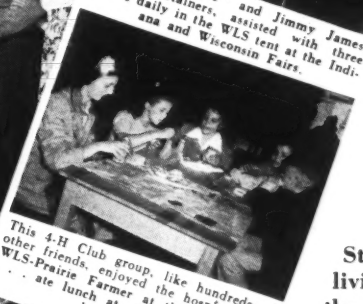
The Weekly Newsmagazine of Radio

Broadcast Advertising

SEP 25 1943
DETROIT

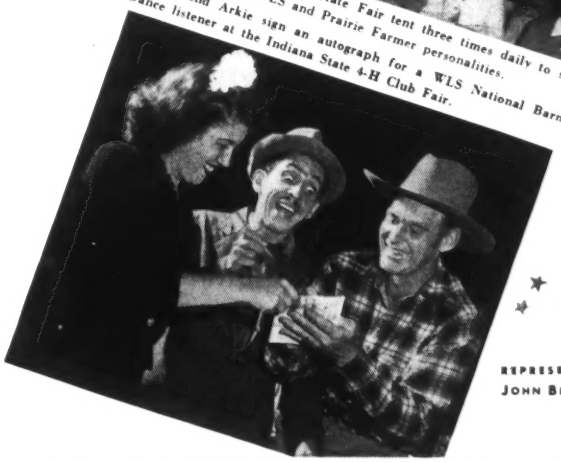
Most appreciated tribute at the Indiana State 4-H Club Fair was the Prairie Farmer-WLS Victory banner.

"Little Genevieve" and Jimmy James, WLS entertainers, assisted with three shows daily in the WLS tent at the Indiana and Wisconsin Fairs.



This 4-H Club group, like hundreds of other friends, enjoyed the hospitality of WLS-Prairie Farmer at the State Fairs . . . ate lunch at picnic tables in our headquarters.

Crowds jammed the WLS-Prairie Farmer State Fair tent three times daily to see shows by their favorite WLS and Prairie Farmer personalities.



Jimmy James (center) and Arkie sign an autograph for a WLS National Barn Dance listener at the Indiana State 4-H Club Fair.

We Lived with Our Folks at the STATE FAIRS

State Fairs are an important part of the daily living of people in Midwest America. WLS took the State Fairs to our friends who could not visit the Indiana, Michigan and Wisconsin expositions this year, with daily broadcasts from each fairgrounds. We went to the fairs to meet personally our listeners who did attend. We took the full WLS National Barn Dance to the Indiana Fair . . . put on three free stage shows daily in the WLS-Prairie-Farmer tent. This tent is always "home" to our listeners — a place to check their parcels, to eat their lunch, to meet their friends. For Illinois, which had no Fair this year, WLS broadcast a week-long "State Fair of the Air." Being so closely in touch with these homey, honest, hard-working people is one reason why "WLS is one of the family in Midwest America" . . . and a reason why *WLS Gets Results!*

REPRESENTED BY JOHN BLAIR & COMPANY

WLS CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

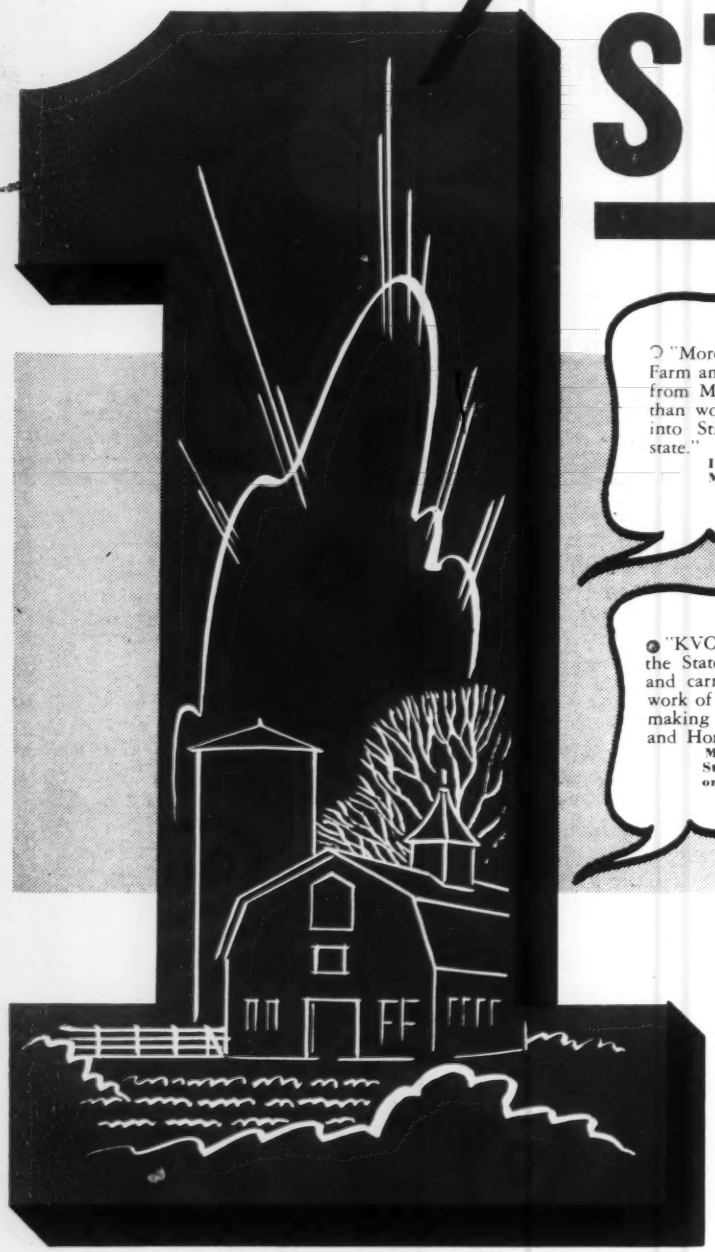
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

XUM

Another KVOO Farm 1st



For the past 23 years the Oklahoma Agricultural and Mechanical College at Stillwater has conducted a Farm and Home Week during August. Featuring the combined services of the Agricultural experiment station and the Extension Division, this annual event has been the high point in farm educational activity in Oklahoma. This year, as a result of wartime restrictions on travel, a cancellation was deemed necessary. But the need was greater than ever. Recognizing this, and knowing from past experience that KVOO could probably do something about it, College officials called Sam Schnieder, KVOO farm Editor, into consultation.

The result of this conference is history, and very good history for the Farm and Home Week. Four broadcasts a day, each day of the week, planned, directed, and broadcast direct from the college campus by the KVOO Farm Department, brought this important week's events to Oklahoma's farms. What this vital extra service meant to Oklahoma agriculture in wartime is impossible of appraisal. But we know that here is a *first* in farm service that means something!

Giving farmers what they want in authentic, timely information is a policy that has made KVOO the Southwest's leading farm station.

"More folks attended KVOO's Farm and Home Week of the Air from Muskogee County this year than would ordinarily have gone into Stillwater from the entire state."

Ira Hollar,
Muskogee County Agent

"The limits of the A. and M. campus were extended to the entire Southwest. Thousands attended this annual affair who otherwise would not have been able to go."

Ernest Lowe, District Agent
Oklahoma A. and M. College

"KVOO gave women all over the State a chance to stay home and carry on the important war work of home canning and homemaking and still attend the Farm and Home Week."

Mrs. R. S. Duncan, President,
State Council of Home Demonstration Club Women

Okmulgee County farmers have modernized not only their farms but their thinking. That's why thousands of them attended A. and M.'s annual Farm and Home Week by radio. Travel time saved went into food production and greater farm profits.

Harold Hames
Okmulgee County Agent

EDWARD PETRY & COMPANY
National Representatives

SESAC

Coverage?

The Entire U. S.—Our Primary Area—Covered Regularly by Our Station Relations Staff

Power?

An 870 Station Network With Over 4000 Kilowatts

Audience?

130,000,000 Radio Listeners in the United States

Impossible?—Not At All

OUR "SURVEY," THE 1943 MUSIC GUIDE, TELLS YOU WHY SESAC MUSIC IS USED ON A GREATER NUMBER OF STATIONS THAN ANY OTHER MUSIC

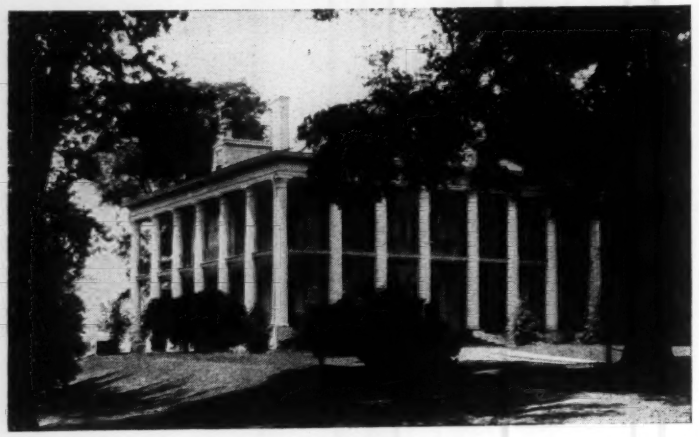
WE'LL BE GLAD TO SEND YOU A COPY

MORE BONDS
FEWER BATTLES

THE BEST MUSIC SESAC IN AMERICA

New Address:
475 FIFTH AVENUE
NEW YORK 17, N. Y.

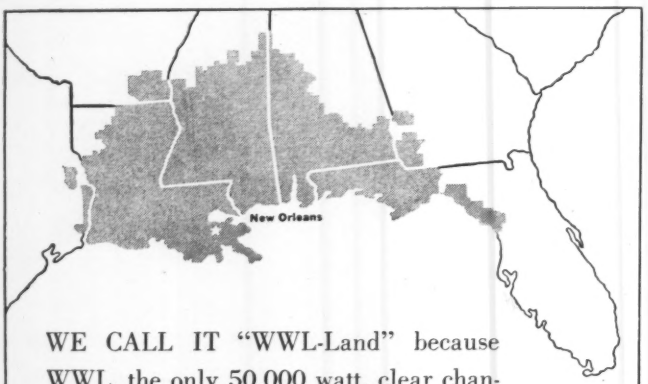
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



The Beautiful Ante-Bellum Homes of Natchez

ARE IN WWL-LAND

And so are 608,090 radio homes from 5 different states!



WE CALL IT "WWL-Land" because WWL, the only 50,000 watt, clear channel station for hundreds of miles around, is five times more powerful than its nearest competitor.

YES SIR, if you want to sell something to the Deep South, here's your station:

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF, Editor and General Manager
MARTIN CODEL, Publisher (on leave with Red Cross)

Maury Long, Advertising Manager
J. Frank Beatty, Managing Editor
K. R. Breslau, Adv. Production Mgr.
Bernard Platt, Circulation Manager
Wallace F. Janssen, News Editor
Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Avenue, Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. Los Angeles, Western Pacific Bldg.

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KOIL *is the most economical buy in OMAHA*

For Outstate Nebraska- **KFAB** *is a must!*

CURRENT advertising schedules on our books are the heaviest in history.

Yes, suh! Nashville and the whole Nashville trade area are poppin' open with prosperity. Nashville is the market hub for a wide and rich agricultural area, now cashing in on 1943's record-breaking crops and livestock. Industry, too, keeps on setting new high records. Every type of business is on a sustained boom.

The way to "take" this market is now, more than ever before, through WSIX. Our 5,000 watts (day and night) on 980 kc blankets the Nashville market.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue Mutual

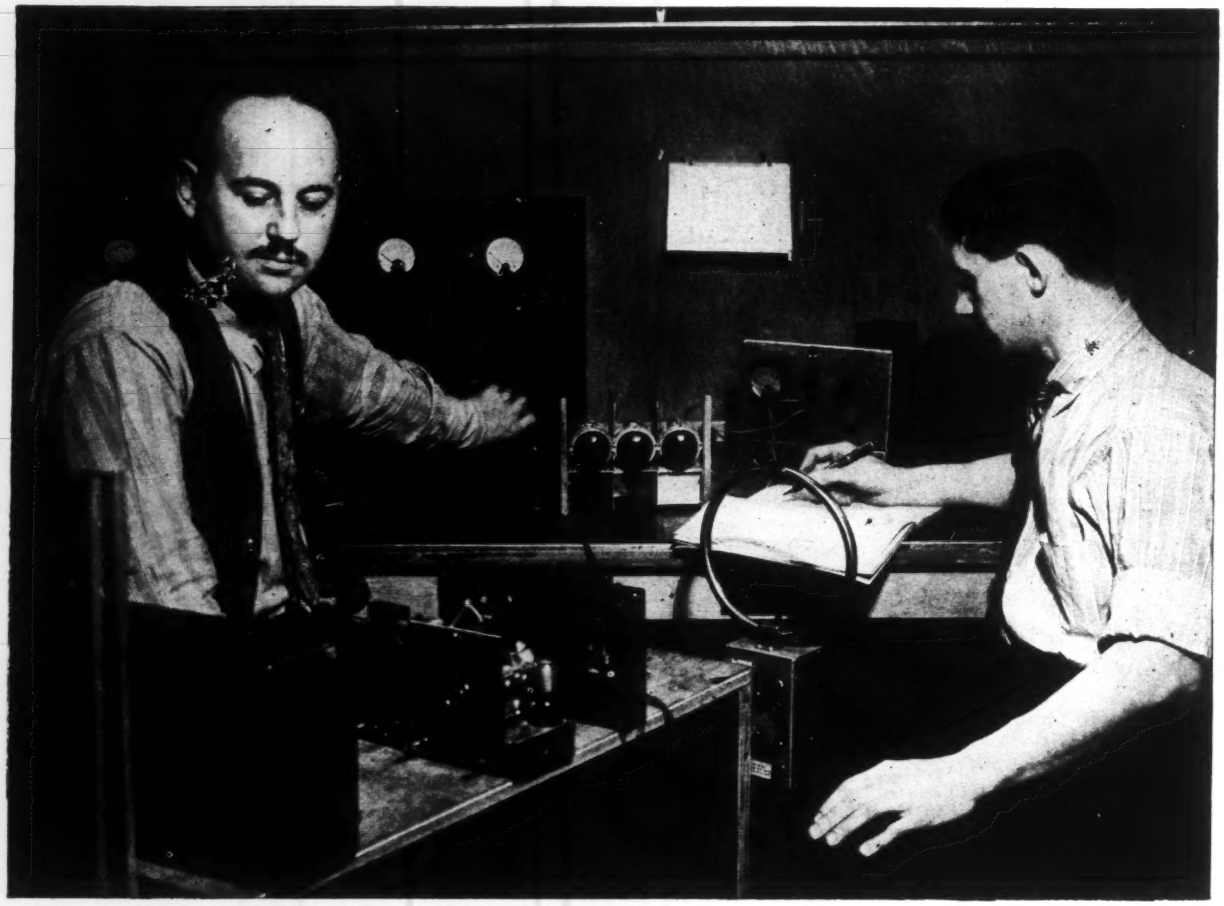
5000 WATTS

WSIX

"The Voice of Nashville"

980 KILOCYCLES

NASHVILLE, TENN.



Performance Perfectionists

● Technical progress depends upon tireless experiment to perfect performance.

Sylvania circuit engineers are performance perfectionists. They conduct never-ending tests on new circuit and tube combinations using experimental equipment. They constantly improve radio and electronic tube quality. And they compile data that is the raw material of invention.

This long-range Sylvania research policy, which maintained our standard of quality in peacetime, has proved invaluable in wartime. It has contributed to the improvement of military communications, to the volume production of cathode ray tubes, and to the development of timesaving electronic devices for war industry.

And it will prove no less valuable when victory widens the radio-electronics field. It will contribute to the development of FM radio and practical television. It will help to convert electronic military secrets of today into everyday miracles for better life and work tomorrow.

QUALITY THAT SERVES IN WAR

ARMY E NAVY

RADIO DIVISION

SYLVANIA ELECTRIC PRODUCTS INC.

Emporium, Pa.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

COLUMBUS IS NOW GEORGIA'S 2nd CITY!

Standing of Georgia Cities in U. S. BUREAU of CENSUS

Survey of 237 Metropolitan Counties and Independent Cities, March 1st 1943.

	Civilian Population Metropolitan Counties
1st—Atlanta	523,666
2nd—COLUMBUS	**140,077**
3rd—Savannah . .	138,460
4th—Macon	97,240
5th—Augusta . . .	87,856

Based on registrations for War Ration Book No. 2—Feb. 22nd to 27th. 1943.

With one of the largest percentage population gains of any American city—25.9% increase in *civilian* population between April 1st 1940 and March 1st 1943—Columbus has now moved into *second place* among Georgia's metropolitan cities.

In addition, Columbus offers the advertiser a *bonus* of Fort Benning, the nation's largest *permanent* infantry school, with a greater officer personnel than any other post in the country. The *pre-war* payroll at Ft. Benning amounted to $4,000,000 a month and is now much larger.

If you aren't covering Columbus, you aren't covering Georgia—and the best way to cover Columbus is with WRBL, which Hooper shows *blankets* Columbus with a rating of 81.2% low to 96.8% high. Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL.

Hooper Rating **81.2%** TO **96.8%**

WRBL

COLUMBUS, GEORGIA

Represented by Spot Sales

CBS • 1230 KCS

JOHN ELMER

PRESIDENT AND SALES MANAGER, WCBM, BALTIMORE

1898 Started work at odd jobs while attending grammar school
1904 Subscription Solicitor, Baltimore "World"
1906 Advertising Dept., Baltimore "American"
1912 Advertising Manager, Baltimore "American"
1921 Ass't Gen'l Manager, Baltimore "American"
1926 Publisher, Baltimore "American"
1930 Agency and Advertising Councilor
1930 President, Station WCBM, Baltimore
1935 Federal Radio Education Committee of the F. C. C.
1937 President, N. A. B.
Since 1940 Board of Directors, Broadcast Music, Inc.

YOU'VE read the Henty stories for boys—read dozens of them, probably. Well, John Elmer has *lived* them. Orphaned as a child, John began shifting for himself at ten. First at odd jobs while attending grammar school. Then newspapers—then advertising. But the double-wing-back-shift John made for himself (and for advertisers) was when he entered radio in 1930. In thirteen years he has built WCBM into one of the finest buys on the Atlantic Coast. And still serves as both President and Sales Manager. . . .

As it happens, all of our sixteen fellows here at F&P were luckier (or unluckier) than John Elmer, in that we didn't start work at ten. But, praised be the Lord, we *have* come up the hard way so far as our careers in radio are concerned. Every man in our outfit started at the bottom of the ladder and literally learned this business from the ground up.

So what? Well, so we know *what* radio advertising is, and *where* it fits into merchandising plans, and *how* to help make it the most effective medium you can use. That's our primary conception of *good* radio selling, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . . ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 | NEW YORK: 247 Park Ave., Plaza 5-4131 | SAN FRANCISCO: 111 Sutter, Sutter 4353 | HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 | ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 25, No. 13 WASHINGTON, D. C., SEPTEMBER 27, 1943 $5.00 A YEAR—15c A COPY

Decca Pact Covers Fees Direct to Union

Will Be Used for AFM's Private Relief

FORMAL contracts between the American Federation of Musicians and Decca Records Inc. and World Broadcasting System, which were reported in the final stage of preparation on Friday, permit these companies to employ AFM members for the making of phonograph records and transcriptions in exchange for the payment of royalty fees by the companies directly to the union, according to A. Rex Riccardi, assistant to AFM President James C. Petrillo.

Acceptance of this principle, which had been vigorously rejected by the recording industry including both World and Decca when the AFM first proposed it last February, is considered a major victory for Mr. Petrillo and his union, which is understood to have exclusive administration of the revenue, to be used for a relief fund for the benefit of the union's unemployed members. Six other transcription companies last week stood pat on their refusal to support "a private AFM relief roll".

No 'Unfair' Clause

Contract does not require the withholding of the World library transcription service from stations labeled unfair by the AFM, Mr. Riccardi said. This had been suggested by the union as a possible means of settling its ban on transcriptions during earlier negotiations with the transcription companies who had turned it down at the time as being both illegal and bad business practice.

Contract terms, said Jack Kapp, Decca president and WBS chairman, "cover a period of four years beginning Jan. 1, 1944, but allow for the making of new phonograph records and transcriptions immediately. The contract provides that Decca will pay fees on a graduating scale for every phonograph record sold, ranging from ¼-cent on a record sold to the public for 35 cents increasing to 5 cents for a record selling for $2, and 2½% of the retail price above that amount.

"For electrical transcriptions used for broadcasting, Decca subsidiary, World Broadcasting System Inc., has agreed to pay 3% on the rental revenue from transcriptions used more than once. For commercial transcriptions used only once and then discarded, there will be no fee other than the normal payment of wage scales to musicians.

"None of these fees will be passed on to the consumer," Mr. Kapp stated.

Importance the AFM attaches to the principle of payment directly to the union may be gauged from the fact that the union was willing to accept a contract which, if accepted by every company making phonograph records or transcriptions, will produce fees of less than $500,000 a year, a feeble sum when contrasted with the $15,000,000 to $20,000,000 a year which Mr. Petrillo estimated the AFM could get from the phonograph record companies alone, "with any sort of a fee" [BROADCASTING, June 28]. Union also agreed to let the contract run more than twice as long as the two-year term it originally set as the maximum.

The contract terms were outlined to the other transcription companies—Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio-Recording Division and Standard Radio whose appeal to the Government for relief from the AFM recording ban had resulted in the appointment of a War Labor Board panel to conduct hearings on the matter—during an off-the-record session of those hearings in New York last Tuesday morning.

WOR New Recording

These six companies declined the union's offer to let its members return to work for them at once if they would agree to accept any agreement that might be negotiated between the AFM and World. WOR Recording Studios, which has no library service and therefore is not required to pay any fee to the union or anyone else beyond the normal wages to musicians, on Wednesday signed such an agreement with the AFM for commercial transcriptions only, receiving permission to begin recording immediately, although no transcriptions are to be released until the final contracts have been signed. WOR was not a party to the WLB panel hearings.

In rejecting the offer, A. Walter Socolow, attorney for the six companies, said that information about the contract revealed to them during an off-the-record session with the AFM on Tuesday morning included terms that were "thoroughly abhorrent" to his clients, whom he described as "completely and totally" unwilling to accept them. This stand had been made clear, he said, in a letter written to the union on Feb. 23 by a number of companies making phonograph records and transcriptions, including both Decca and World.

Mr. Socolow did not then amplify his statement, made Tuesday afternoon during a public session of the hearing, but at the conclusion of the session he told the press: "It's a slush fund and we won't subscribe to it.

Attitude of WLB

"The letter referred to was a rejection of an AFM proposal to call off its ban on recording in exchange for the companies agreement to pay to the union a fee on each recording, this money to be used by the AFM for the benefit of members who render no service to the recording companies. The destructive and dangerous fallacy of your proposal," the industry letter stated, "is that it assumes that a specific industry owes a special obligation to persons not employed by it—an obligation based only on such persons membership in a union . . .

"Any such private and isolated system of unemployment relief within an industry is not only contrary to public policy, but would be in direct conflict with the various plans under discussion in Government circles for the expansion of uniform and nationwide social security measures."

After announcing his clients' rejection of the union proposal, Mr. Socolow asked the panel for a WLB order to the union to make its members available to his clients as well as to World, to eliminate any competitive advantage to this company. He also requested an immediate resumption of the panel's hearing on the recording ban.

The panel postponed action on these requests until the following Monday [Sept. 27], pointing out

(Continued on page 64)

Chicago Disc Industry Heads See Uncertainty in New Pact

FUTURE uncertainty and an ominous present faces Chicago transcription heads, according to statements made by them to BROADCASTING in regard to contract negotiations signed last week by World Broadcasting System and its transcription subsidiary, Decca, with the AFM.

Arthur Wolf, vice-president of Keystone Broadcasting System, Chicago, said that while the "action of concession" by James C. Petrillo, president of the AFM, "was the beginning of the end, and an indication that the whole matter of the ban would soon be ironed out," he also was "afraid that the terms would put the transcription companies back where they were prior to Aug. 1, 1942."

Milton Blink, manager of Standard Radio, Chicago, felt the World-Decca contracts presaged an "unhealthy situation," but was of the opinion that other transcription companies would be forced to sign parallel agreements.

While the non-committal statements of other Chicago transcription executives reflected a similar feeling, network recording managers at MBS, NBC, BLUE and CBS stated they were awaiting the decision of the War Labor Board meetings.

Brown Quits CBS in Censor Protest

Winchell Joins Attacks Against White Rule On Editorializing

CECIL BROWN, whose stormy career as a CBS foreign correspondent saw him banned from the air by both the Italian and the British governments for telling the truth as he saw it despite censorship restrictions, has resigned from CBS. Announced reason is disagreement with the network's news policy forbidding the expression of editorial opinion by commentators, which has recently been under fire from H. V. Kaltenborn and Walter Winchell.

CBS announced last week that Bill Henry of the network's Washington staff will take over Mr. Brown's 8:55 p.m. news period, sponsored five times weekly by Johns-Manville Corp., effective with the Sept. 27 broadcast.

CBS Viewpoint

Following a statement Sept. 9 by Paul White, CBS director of news broadcasts, to the AP managing editors that there would be no more editorializing on CBS, Mr. Kaltenborn took up the cudgels for the radio commentators at a meeting of the NAB Radio News and Public Relations Committees on Sept. 15 to which Mr. White rejoined by making public the network's instructions to its news editors [BROADCASTING, Sept. 13, 20]. On Sept. 20 CBS published a portion of these instructions as a full-page advertisement in one Washington and two New York newspapers.

CBS contention basically is that the commentators should help listeners to interpret the facts on controversial issues, but should leave them free to make up their own opinions. This news policy was debated on the CBS *People's Platform* last Saturday by Morris L. Ernst, author, lecturer and attorney for the American Newspaper Guild, and Sydney Kaye, executive vice-president and general counsel of BMI.

Mr. Brown announced he was leaving CBS at a news conference at his New York residence last Wednesday, when he made public a letter written that day to Paul White, in which he states: "My resignation was submitted because I, as an American citizen, find it impossible to continue my work under the news policy, as you have formulated it for CBS."

Brown Contradicts White

Taking issue with a statement in *PM*, New York newspaper, that "White said that Brown's departure was in no manner connected with the present censorship row . . . (that) Brown made up his mind to quit five or six weeks ago," Mr. Brown's letter states: "It is quite obvious that the reasons I requested on Sept. 2, 1943 to be released from my contractual relations are inseparable from the 'present censorship row' on expressing 'editorial opinion' over CBS. You said so in a memorandum to me on Aug. 27."

This memo followed a broadcast of Mr. Brown's on Aug 25, during which he declared that "any reasonably accurate observer of the American scene at this moment knows that a good deal of the enthusiasm for this war is evaporating into thin air" and "the need for sacrifice in America is becoming less acceptable to the people." Terming this "nothing but an editorial", Mr. White continued: "In my judgment you are indulging in defeatist talk that would be of immense pleasure to Dr. Goebbels and his boys."

Sponsor Cancelled

Mr. Brown said his broadcast was based on conversations with random groups of people of all walks of life in towns and cities, during a 40-day cross-country tour last summer, and therefore was reporting and not editorializing. The text of his broadcast, which he read to the news gathering, did not, however, mention that his information had come from this source.

On Aug. 24, the day before this broadcast, Mr. Brown said he received a notice of cancellation from his sponsor, Johns-Manville Corp., effective Sept. 24. Following receipt of Mr. White's memo, he said, he wrote to William S. Paley, CBS president, asking to be released from his contract not later than that date. This request was granted and became effective following his final broadcast for Johns-Manville last Friday.

Walter Winchell's attack on the network's "no editorial opinion" rule appeared in his column in the *New York Daily Mirror* last Tuesday, wherein he stated, in part: "Skipping for the minute the possible muzzling of free speech and free press, the point comes up—who owns the air? The idea seems to prevail that certain wavelengths are assigned to certain franchise holders and can be taken away from them if they operate contrary to the public welfare. Since freedom of expression is guaranteed in the Bill of Rights, it doesn't strike this wonderer that CBS is making the best use of its franchise when it orders a ban like that."

Declaring that the rule is dangerous in time of war, as a reporter for CBS might be "stopped from attacking the poison of the paid agents of Japan and Germany and Italy," Winchell continued that "aside from being a dangerous rule, it's a silly one. Any reporter worth a damn can outwit such a nonsensical rule in an hour. But that way lies vicious and irresponsible reporting.

"Radio has committed many sins," he concluded, "but its record on news has been swell. Now if it reduces news reporting to the level of some executives, then it'll be time for the air to be purified."

World Series on One Network Opposed by Senator Maybank

WORD, Spartanburg, to Carry Games Following Protest Submitted by Station to FCC

EFFORT by Senator Maybank (D-S.C.) to make the World Series available to all stations irrespective of network affiliation was revealed last week in a letter the Senator wrote to Judge Kenesaw Mountain Landis, baseball czar, in which he urged that an event of such universal public interest should not be confined to one network or particular group of stations. Judge Landis' reply was not altogether satisfactory to him, Senator Maybank said, and he has written the Judge for clarification.

Complaint to FCC

Senator Maybank's view was highlighted recently when Roger Shaffer, manager of WORD, telegraphed the FCC soliciting its cooperation in securing the series broadcasts for the 25,000 soldiers of nearby Camp Croft and the citizens of Spartanburg. He said Mutual had reportedly refused to feed the series to WORD on the ground that WMRC, 250-watt Greenville station 30 miles distant, provided satisfactory coverage. The telegram stated that an engineering survey had indicated WMRC does not have a satisfactory signal over Camp Croft and Spartanburg.

The situation was resolved, however, when Richard F. Connor, Mutual station relations executive, telegraphed WORD: "Please be advised that neither Mutual nor WMRC have any objections to your carrying the world series broadcasts. Any arrangements you make with the advertising agency, Maxon, Inc., are acceptable to us." Mr. Connor also telegraphed the FCC to this effect after it had queried Mutual about the case.

Plans are going ahead by Gillette to purchase WORD to carry the series in addition to WMRC, according to Maxon.

R. A. Jolley, owner of WMRC wrote Mutual Aug. 30, according to the network, stating that WMRC would be glad to feed the series to WORD if the station desired it and explaining that WMRC had objected to the arrangement last year only "because it was represented to the agency that WMRC did not cover Camp Croft and Spartanburg when we knew it did".

Troops abroad will hear the Mutual broadcast of the World Series by shortwave under sponsorship of Gillette. Red Barber, announcer of seven consecutive World Series, will do the play-by-play report. Gillette paid $100,000 for radio rights, which will be contributed to the charity pool from which the Red Cross will be chief beneficiary. The series will open in New York's Yankee Stadium Oct. 5.

CBS News Policy Explained by White

Responsibility to Serve the Public Interest Stressed

REITERATING the "long-established" CBS policy of forbidding its commentators to editorialize the news and thus influence the opinion of the listener, Paul White, CBS director of news broadcasts, last Thursday spoke before a luncheon meeting of the Assn. of Radio News Analysts at the Hotel Algonquin, New York.

His talk, in which he further explained the CBS news policy, followed closely on the heels of recent criticism against it by such commentators as Walter Winchell and H. V. Kaltenborn [BROADCASTING, Sept. 20].

Public Interest

"In view of the limitation on frequencies and the number of possible networks reaching coast to-coast audiences," Mr. White said, "a considerable responsibility to serve the public interest rests upon individual station and network managements. . . . Complete journalistic objectivity is probably only an ideal, but the fact that it is difficult if not impossible to attain does not seem to me to impair the ideal itself, nor excuse the broadcaster from a constant and vigilant effort to attain it.

"To sum up," Mr. White added, in conclusion, "every item of genuine news interest, irrespective of whom or what it affects, will be presented fearlessly and fairly over CBS. Our schedules are wide open to the most partisan speakers on every major controversial issue in the news, where the battle of opinion can be wage as such (and where it is announced as such). This is most important to us because it eliminates the camouflaged propaganda that opinionated reporters could otherwise insinuate into a field which we think should remain simon-pure, honestly objective, and utterly non-editorial."

After the meeting Maj. George Fielding Eliot, association president and CBS military commentator, was quoted as saying CBS has not censored his scripts. William L. Shirer, CBS commentator, voiced a similar position, saying that he hasn't "had any trouble".

Radio Prepares Nationwide Retail Drive

116 Cities To Hear Presentation By Broadcasters

RADIO UNDERTAKES its most ambitious drive for business — the retail field—with the world premier of its retail promotion plan, in Washington Oct. 12. Before the campaign is concluded Nov. 10, entailing an overhead of approximately $125,000, a coast-to-coast itinerary of 116 cities will have been covered with master showings. Retailers and advertisers representing a substantial percentage of the entire field will have viewed the Jam Handy-produced talking motion picture and companion slide film.

The Washington premier, at the Statler Hotel, culminates a year and one half of planning and production by the Retail Promotion Committee of the NAB, headed by Paul W. Morency, general manager of WTIC Hartford, and one of the most aggressive men in radio. Sheldon R. Coons, expert in retailing and advertising, did the spade work, assisted by Dr. Julius Hirsch, economist and author of standard text books on distribution costs and Dr. Paul Lazarfeld of Columbia U's radio research branch. They made surveys among consumers, radio listeners, stations, radio advertisers and agencies.

Lewis H. Avery, director of Broadcast Advertising of the NAB and secretary of the Retail Promotion Committee, has coordinated the planning work under the immediate direction of Mr. Morency. A bird's eye view of the project, supported by more than 400 stations, has been given broadcasters at district meetings held during the last few weeks.

Mr. Avery

Preview to 1,000

The premier in Washington under the auspices of Washington stations will be before a representative audience of retailers, industrial and government officials expected to exceed 1,000. Thereafter, showings will be made in 120 cities having a population of 75,000 and over. It was estimated that more than 25,000 of the country's leading retailing and radio executives will view the presentation.

The comprehensive survey and showing will disclose to retailers how radio can serve them, as the largest single industrial entity in the nation, in the same way it has served practically all other fields engaged in merchandising of products and services. Radio, while steadily increasing its clientele among retailers, has not been able to gain industry-wide acceptance in the retail field.

Following the Washington kick-off, 15 broadcasters, selected to serve as masters of ceremonies for the industry showings, will begin their sectional tours. These men, carefully trained in their duties, will go to specially arranged schools, one to be held in Detroit the week of Oct. 4 and another in New York the week of Oct. 11, will be equipped with films and projectors and will work through local committees of broadcasters.

Although national networks and their managed and operated stations, as well as many of the larger stations in the committee, probably will reap no real benefits from the campaign, because of national time commitments, they pitched in whole-heartedly in helping to underwrite the project, according to the NAB committee breakdown. The National Retail Dry Goods Association joined in from the start, and gave the committee helpful cooperation all down the line.

The Washington committee handling the premier includes Carleton Smith WRC, Carl Burkland WTOP, Henry Seay WOL, Ben Baylor WMAL, and Ben Larson WWDC. This showing will set the pattern for all other presentations.

Traveling M.C.'s

Broadcasters selected to serve as masters of ceremonies for the traveling sectional exhibits are M. F. "Chick" Allison WLW - WSAI, Lewis H. Avery NAB, Harry Burke WOW, Donald D. Davis WHB, James Gaines NBC, Arthur Hull Hayes WABC, Kingsley F. Horton WEEI, Walter Johnson WTIC, John Nell WOR, John M. Outler WSB, Clyde Pemberton KFJZ, William C. Roux NBC, Frank Webb KDKA, Frank P. Wright San Francisco Retail Radio Bureau, and E. Y. Flanigan WSPD.

All the cities in which the master showings are to be made have been notified of the dates, and as soon as confirmations are received a complete schedule will be released. C. E. Arney, Jr., NAB secretary-treasurer, was in New York last week arranging the itinerary.

SCANNING FINAL PRINTS in the radio industry's retail promotion film, "Air Force and the Retailer", Sheldon R. Coons (1) consultant to the NAB Retail Promotion Committee, explains a point to Paul W. Morency, committee chairman. The film will be shown for the first time at the Hotel Statler, Washington, on Oct. 12, to an audience of retailers and broadcasters.

The presentations are designed to cement friendly relations and understanding between retailers and broadcasters by showing in detailed dramatic form the mutual problems of both. The whole plan is one of rendering a service to retailers that will produce results for both client and medium.

Inertia in use of radio by retailers led to the launching of the promotion plan at the NAB Convention in Cleveland in May, 1942. Following an exhaustive study by an industry committee headed by Mr. Morency, the campaign was agreed upon on the most pretentious basis ever undertaken in radio. The problems to be coped with, it was agreed, were lack of understanding of retailers' problems by broadcasters and, conversely, too little knowledge of the uses of broadcast advertising on the part of retailers.

Five Sections

The master showing of the plan consists of five sections: (1) The History and Development of Retailing—a talking motion picture featuring Sheldon R. Coons; (2) Distribution Tomorrow — a critical analysis of postwar problems by the master of ceremonies, using prepared charts; (3) "America Takes to the Air"—a talking slide film detailing the growth and development of broadcasting in the United States; (4) "Why Radio Works"—a talking motion picture based on new and original research by the Office of Radio Research of Columbia U.; (5) "Retailing's Future in Radio".

After the "closing commercial", which is item five, "How to Do It" booklets designed to aid retailers in the use of broadcast advertising will be presented. These five booklets are intended to convert the interest engendered through the presentation into action by retailers. They cover: How to Buy Radio Time; How to Measure Radio Audiences; How to Promote Your Radio Program; The Elements of a Successful Radio Program; Radio and Retailing in 1943.

The Committee appointed at the NAB Convention in Cleveland in May, 1942, to study the whole retail problem and to recommend a course of action, headed by Mr. Morency, included:

Robert E. Bausman WISH, Gene L. Cagle, Texas State Network; Dietrich Dirks KTRI, John Esau KTUL, James V. McConnell NBC, Kenneth K. Hackathorn WHK-WCLE, Arthur Hull Hayes WABC, Walter Johnson WTIC, C. L. McCarthy KQW, John M. Outler Jr. WSB, Oliver Runchey KOL, William Crawford WOR, and Lewis H. Avery, director of broadcast advertising NAB, who was named secretary of the Committee.

The Advisory Committees which prepared specialized data were:

Advisory Committee of Time Buyers on Study of Purchase of Radio Time—Charles T. Ayres, Ruthrauff & Ryan Inc.; Carlos Franco, Young & Rubicam Inc.; John D. Hymes, Foote, Cone & Belding; Thomas H. Lynch, Wm. Esty Co.; William B. Maillefert, Compton Advertising Co.; J. James Neale, Blackett-Sample-Hummert; Miss Linnea Nelson, J. Walter Thompson Co.; Lou J. Nelson, Wade Advertising Agency.

Advisory Committee of Promotion Executives on Study of Merchandising of Retail Radio Programs and on Sales Promotion—M. F. Allison WLW-WSAI, Charles B. Brown NBC, Thomas D. Connolly CBS, Joseph Creamer WOR, B. J. Hauser BLUE.

Advisory Committee of Program Managers on Study of the Elements of a Successful Radio Program—Haro'd L. Fair WHO, chairman, William J. Adams WCHS, Douglas Coulter CBS, Robert L. Kennett WHAS, Clarence L. Menser NBC, Herbert C. Rice WGR-WKBW, Ray Shannon KQV, M. T. Williams WSPD.

Advisory Committee of Sales Managers on Study of Station Services to Retail Advertisers—John M. Outler Jr. WSB, chairman, Frank R. Bowes WBZ, Donald D. Davis WHB, Dietrich Dirks KTRI, George H. Frey NBC, Arthur Hull Hayes CBS, William F. Malo WDRC.

SHOWINGS OF RETAIL PLAN

LIST of cities to be covered in the sectional presentations of the NAB Retail Promotion Plan through Nov. 10:

ALABAMA—Mobile, Montgomery.
ARKANSAS—Little Rock.
CALIFORNIA—Los Angeles, Oakland, San Diego, San Francisco.
COLORADO—Denver.
CONNECTICUT—Bridgeport, Hartford.
FLORIDA — Gainesville, Jacksonville, Miami.
GEORGIA—Atlanta, Columbus, Macon.
INDIANA — Evansville, Fort Wayne, Indianapolis.
IOWA—Cedar Rapids, Davenport, Des Moines, Dubuque, Fort Dodge, Sioux City.
KANSAS—Wichita.
KENTUCKY—Louisville
LOUISIANA—New Orleans, Shreveport.
MAINE—Portland.
MARYLAND—Baltimore.
MASSACHUSETTS—Boston, Fall River, Greenfield, Pittsfield, Springfield, Worcester.
MICHIGAN—Flint, Kalamazoo.
MINNESOTA—Albert Lea, Duluth, Minneapolis, St. Paul.
MISSOURI—Kansas City, St. Louis.
NEBRASKA—Lincoln, Omaha.
NEW HAMPSHIRE—Manchester.
NEW JERSEY—Newark.
NEW YORK—Albany, Buffalo, New York, Rochester, Utica.
NORTH CAROLINA — Asheville, Charlotte, Durham, Fayetteville, New Bern, Raleigh, Winston-Salem.
NORTH DAKOTA—Fargo, Grand Forks.
OHIO—Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Springfield, Toledo, Youngstown.
OKLAHOMA—Oklahoma City, Tulsa.
PENNSYLVANIA — Altoona, Philadelphia, Pittsburgh.
RHODE ISLAND—Providence.
SOUTH CAROLINA — Charleston, Columbia, Greenville, Spartansburg.
TENNESSEE — Bristol, Chattanooga, Kingsport, Knoxville, Memphis, Nashville.
TEXAS—Austin, Beaumont, Dallas, El Paso, Fort Worth, San Antonio.
UTAH—Provo.
VIRGINIA—Danville, Lynchburg, Newport News, Norfolk, Richmond, Roanoke.
WASHINGTON—Seattle, Spokane, Tacoma.
WEST VIRGINIA—Beckley, Charleston, Huntington, Parkersburg, Wheeling.
WISCONSIN — La Crosse, Milwaukee, Racine, Wausau.

Approval of Blue Sale to Noble Is Seen

FCC Cites Stand On Freedom of Speech

ACQUISITION of the BLUE Network Co. by Edward J. Noble from RCA for an 8 million dollar cash figure was seen as a virtual certainty despite a cuffing given the New York broadcaster-industrialist on network programming policies at the concluding hearing before the FCC sitting en banc in Washington last Monday.

Obviously using the hearing as a vehicle for commitments on future policies of the BLUE regarding sale of time for exploitation of "ideas" as well as products, FCC Chairman James Lawrence Fly held the record on the tranfer hearing open until Mr. Noble supplies a broad statement of proposed policy on "freedom of speech". Mr. Noble was subjected to the same sort of questioning, largely by Chairman Fly and Commissioner C. J. Durr, as that fired at Mark Woods, BLUE president, during his appearance Sept. 10.

Code Criticized

There appeared to be no basis upon which the Commission could deny the tranfer, which involves only the assignment of the licenses of the three BLUE-owned stations —WJZ New York, WENR Chicago, and KGO San Francisco. It was expected however, that the opinion, supported at least by a majority of the Commission, would criticize sharply the provisions of the NAB Code of Ethics, adhered to in principle by the networks.

These provisions deny sale of time for discussion of controversial issues, and exclude membership organizations, such as labor unions or cooperative groups from using the air for spreading of their ideologies and solicitation of membership.

Because Mr. Noble's agreement with three New York banks covering a loan of 4 million dollars expires Nov. 1, it was expected that Commission action would be forthcoming prior to that time. Mr. Noble's statement of policy regarding sale of time to labor unions, cooperatives and other groups not identified with brand name exploitation, it is anticipated, will be filed within a fortnight.

Several points were clared up first hand by Mr. Noble in his testimony. These included:

(1) Retention of the name "BLUE Network Co." for the forseeable future. American Broadcasting System Inc. is simply a holding company and there is no present idea of substituting that name for the BLUE.

(2) Executive personnel of the BLUE, including Mark Woods as president and Edgar Kobak as executive vice-president will be retained.

(3) Mr. Noble has no immediate plan of taking in partners on the BLUE. On a long-range basis he proposes to offer stock amounting to less than control, to the BLUE management, to affiliates of the network and, possibly later on, to the public.

(4) James H. McGraw Jr., chairman of McGraw-Hill, business paper publishers, was definitely interested in acquiring the BLUE with Mr. Noble but dropped out at the eleventh hour because of health. He is "definitely and permanently" out of the picture and will not join in the venture.

(5) An independent survey will be made by Mr. Noble of Blue Network program policies with a view to evolution of standards that will best serve the public interest.

(6) Mr. Noble has no plans on future additional financing, particularly in connection with new broadcasting services, but is in a position himself to acquire funds through his own resources.

(7) The $8,000,000 price established for the BLUE did not embrace a separate figure for each of the three owned stations and he had made no attempt to "reconstruct" values for the stations. The network was purchased as a going concern based on "ordinary public practices".

Despite repeated statements by Mr. Noble that he had an "open mind" on the whole matter of program acceptance, Mr. Fly insisted upon nailing him down by citing specific program sponsors as compared to hypothetical leagues or organizations which might desire to spread their gospels via radio. He took the position that time should be available to such organizations, labor unions included, where they have "ideas" to sell in the public interest.

Sale of 'Ideas'

The network regulations came into focus during the hearings, with Mr. Woods recalled to the stand in connection with station complaints on refusal of the BLUE to provide programs desired over these non-network outlets by advertisers. These related particularly to the Jergens-sponsored Walter Winchell program Sunday nights. A case cited by both Chairman Fly and Commissioner Paul Walker as a "violation" of the network regulations involved WRAL Raleigh, Mutual outlet, which sought the Winchell program and evidently convinced Lennen & Mitchell, Jergens agency, that it should have the program. Mr. Woods explained that WRAL sought only the Winchell program at full card rate but, despite negotiations, had not come to terms on a regular affiliation agreement with the BLUE.

The whole tenor of the two days of hearing on the BLUE transfer was viewed as tying in the newly-found authority of the FCC stemming from the May 10 Supreme Court opinion on the network regulations. This opinion, forming the basis for the industry drive for remedial legislation at this session, appears to give the Commission control over the "composition of the traffic" over the air, dealing with programs. It also confers expansive powers relating to business operations of the industry upon the Commission.

Renewed efforts by Philip Handelman, New York attorney representing Donald Flamm, former owner of WMCA, in his suit against Mr. Noble seeking recision of the latter's purchase of WMCA in 1941, were unceremoniously blocked by Chairman Fly at last Monday's hearing. Mr. Handelman sought to appear in his own right as an attorney and a citizen on the question of Mr. Noble's fitness to own a network. Mr. Fly, however, was all prepared with a formal opinion he read, and excluded any statement by the New York counsel. A subsequent petition to intervene filed by Mr. Handelman was tentatively denied prior to adjournment of the hearing, but a formal ruling would ensue from the Commission, Mr. Fly declared.

CIO Statement

A prepared statement by Len deCaux, national publicity director of CIO, was placed in the record prior to adjournment. Mr. deCaux reiterated previous CIO statements regarding industry policy on sale of time to labor organizations. He criticized present practices and flayed particularly the NAB Code. He advocated more free time for

(*Continued on page 24*)

Cox Probe Invites FCC Side in Testimony on RID and FBIS

Hearings Expected to Resume In Washington This Week With Craven on Stand at Start

RESUMPTION of hearings in Washington by the House Select Committee investigating the FCC is expected this week. The FCC, it was learned, has been invited to present its side of the case involving activities of the Radio Intelligence Division and the Foreign Broadcast Intelligence Service.

While no date has been set, it was learned at Cox Committee headquarters that a meeting of the five man investigating group would be held probably today (Monday) with the hearings to start a day or two afterward. Absence from Washington last week of Rep. Wigglesworth (R.-Mass.) precluded the setting of a resumption date.

Garey to Call Craven

It was expected that the Committee general counsel, Eugene L. Garey, first would call Commissioner T. A. M. Craven to the stand to resume his interrogation on the so-called war activities of the FCC, begun last July. In his previous appearance Commissioner Craven, often at loggerheads with Chairman Fly on matters of policy, said he would be disposed to follow the recommendation of the joint chiefs of staff that RID activities be transferred to the military and that FBIS functions be curtailed. But he urged that some war agency be authorized to carry on those FBIS activities considered important by the war agencies themselves.

Meanwhile, Chairman Wheeler of the Senate Interstate Commerce Committee disclosed that hearings on the White-Wheeler bill, originally slated to begin May 25, have been again postponed. The Senator indicated that it will be four or five weeks before he can go ahead with the hearings.

Senator Wheeler explained that other legislative matters will demand his attention in the immediate future. He referred to his bill to delay the drafting of fathers, debate on which is expected to begin on the floor of the Senate this week, and a bill concerning railroad rates, on which hearings have not yet been concluded.

Senator White (R-Me.), who had hoped to begin hearings on the measure by Oct. 1 [BROADCASTING, Sept. 20] was out of town last week.

Preliminary conversations have been held by Mr. Garey and Charles

(*Continued on page 58*)

CONGRATULATING New York Columnist Ed Sullivan (right) on his first *Ed Sullivan Entertains* program on CBS, is William G. Mennen, president of the Mennen Co., sponsor of the Monday night celebrity interviews.

$150 PER WEEK BUYS

"15 MINUTES ACROSS THE BOARD" with

Bob Perry

Boston's most popular master of ceremonies

2.1 RATING

17.3% OF LISTENERS

(According to Hooper Survey—
Winter & Spring 1942-1943)

Transcription of Perry's Voice Furnished on request . . .

Associated Press and United Press News
Every Hour on the Hour

WORL

BOSTON, MASS.

Radio Puts Over Picture Promotion

Columbia Studio Traces Film Success to Novelty Spots

WHEN executives of Columbia Pictures Corp. in New York, sat down last March to figure out what promotion to use for the spring release of "The More the Merrier", they little thought they would hit on an advertising scheme resulting in the largest gross ever taken in by any Columbia picture.

According to Nate G. Spingold, vice-president of Columbia Pictures, promotion on the film posed a definite problem. The story was not based on any well-known book or event about which the public could have any previous knowledge, and therefore, it was necessary to select a medium with an already-established audience, a large percentage of which could be counted upon as part of the movie-going public.

A second phase of the promotion problem was to discover a technique geared to the high comedy angle of the picture itself, the story of a girl living in war-crowded Washington who patriotically shares her apartment with two strange men.

Radio Solves Problem

Radio in the form of 53 programs commanding established audiences solved the problem. Highly amusing one-minute announcements which registered high in the Gallup Audience Research Poll of "publicity penetration", overcame the second requirement. Results were "more than satisfying", Mr. Spingold stated, adding that "radio was definitely the major factor in the amazing success of the picture."

After executives agreed on radio as the prime medium backed up by newspaper ads plus local merchandising, the question arose as to which programs to use in which cities.

Columbia Pictures because of its branch locations divided the United States territorially to cover 31 key cities; programs in 53 cities were chosen on the basis of popularity and established audience, and the final result was a simultaneous campaign promoting "The More The Merrier", actually covering 290 cities day and date bookings throughout the country. Total advertising appropriation for the picture was $150,000, $90,000 of which went to radio.

Quarter-hour news programs were scheduled in the majority of cases, and where newscasts were unavailable, 5 and 10-minute programs were purchased, ranging from Hollywood "chit-chat" shows to recorded musical programs. The radio campaign started April 5 on a nationwide basis, and ran eight weeks prior to the picture's release between May 12 and May 17.

This eight-week schedule was especially arranged to allow for six weeks of advance "teaser" announcements, and two weeks of plugs while the picture played at the first run theatre and for the subsequent playing at neighborhood theatres. Authorized by Carrol Carroll of J. Walter Thompson Co., Hollywood, and two other writers, commercial spots (80) were prepared in advance of the campaign so that Columbia could prepare a merchandising folder for managers of the 53 radio stations, and for managers of the company's branches. This folder contained preliminary examples of the unusual announcements, which ranged from 30 seconds to one-minute in length, with numerous suggestions on advance and "after-opening" promotion.

The campaign for "The More The Merrier" stands out among picture promotions for the ingenuity and humor in the commercials. Columbia felt it had a "selling" story, with three such stars as Jean Arthur, Joel McCrea and Charles Coburn, and a well-known comedy director, George Stevens. All of these naturally received considerable mention, but in writing the blurbs, Columbia hit on the idea of using "Dingle"—Coburn's name in the picture—as the theme of most of the announcements. For example:

ANNOUNCER: "If you think a Dingle's stupid . . . then you don't believe in Cupid. If you don't believe in Cupid . . . then you're not the type who laughs . . . and if you're not the type who laughs . . . you're not the type to see "The More The Merrier", the only picture in the world absolutely guaranteed to give you a Dingle."

TIMID VOICE: "Did you say Tingle?"

ANNOUNCER: "No. Dingle! D-i-n-g-l-e! 'The More The Merrier' proves that in crowded Washington two jokers and a queen are not only three of a kind, they're also a full-house . . ." etc.

And another—

ANNOUNCER: "'The More The Merrier'—it's the funniest and most delightfully delectable love story you ever saw . . . a romance that's absolutely guaranteed to give you a Dingle."

GIRL'S VOICE: "Did you say Tingle?"

ANNOUNCER: "No, Dingle! D-i-n-g-l-e! And the nicest Dingle you ever heard of . . . "

Another blurb, not using the "Dingle" theme—

ANNOUNCER: "How did you meet the person you love? Was it on the way from the shower to your spare bedroom? If that sounds funny . . . it is! And that's how girl-meets-boy in 'The More The Merrier' . . ."

These "teaser" announcements, which ran on a schedule of two to seven days weekly in the 53 selected cities, were included in the large list surveyed weekly for "publicity penetration" by Audience Research Inc., New York. Reports to Columbia Pictures from ARI showed that the reiteration of the word "Dingle" had contributed to an unusually fast and sharp gain in "publicity penetration". Of all the people surveyed by ARI, 54% had heard of the picture "The More The Merrier", before it was shown, while 78% of that group had expressed a desire to see it.

There was only one hitch in purchasing programs and time in the entire eight-week setup. This occurred in New York where WABC had been originally scheduled. At the last moment, WABC notified Columbia of a policy permitting only "temperate and restrained" commercials before or after its news broadcasts during wartime, which necessitated a shift in schedule to WJZ's five times weekly 6:40-6:45 p.m. *The Name You Will Remember* program.

Other than this, the campaign worked out so smoothly that only two persons in Columbia's advertising department were required to supervise it after preliminary plans had been settled. And, Columbia reports, the picture received about $60,000 worth of free promotion announcements, together with special program promotion and display merchandising, not measurable in terms of cash outlay. Mr. Spingold said, "Radio certainly did the job."

OCCASION WHEN COMMENTATOR listens was provided when Eugene V. Sasseville (r), general manager of Willson-Chase Co., St. Petersburg, Fla., department store, read one-year contract just signed for week-day broadcasts by Maj. George Robinson (second from left), news analyst of WSUN. Also listening in on the fun are Mrs. Vera New, WSUN sales staff, and Norman E. Brown, manager of WSUN.

Seymour Counsel For Press - Radio

Retained By Committee In Place of Judge Thacher

APPOINTMENT of Whitney North Seymour, senior partner of the firm of Simpson, Thacher & Bartlett of New York, as associate counsel of the Newspaper-Radio Committee, replacing Judge Thomas D. Thacher, was announced last week by Harold Hough WBAP-KGKO Fort Worth, chairman of the steering committee of the newspaper group.

Explaining that Judge Thacher had retired from private practice and had recently been appointed by Governor Dewey to the New York Court of Appeals, Mr. Hough said Mr. Seymour would be associated with Sydney Kaye and A. M. Herman of Fort Worth as committee counsel. The latter two attorneys have been connected with the committee since April 1941 when preparations were made for the FCC's investigation into the advisability of newspaper ownership of broadcasting stations, the record on which has not yet been closed.

Appearance Expected

Mr. Hough announced that Mr. Seymour's first appearance for the Committee will probably be in Washington during the coming hearings before the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814) for writing of a new Communications Act.

A graduate of the U. of Wisconsin and Columbia U. Law School, Mr. Seymour became associated with Simpson, Thacher and Bartlett in 1923 and became a member of the firm in 1929. In 1931 he was Assistant Solicitor General of the United States under Judge Thacher, resigning in May, 1933, at which time he returned to his firm.

Mr. Seymour has engaged chiefly in trial work in state and federal courts and has appeared before commissions and administrative agencies. He has argued many cases in the Supreme Court of the United States as Assistant Solicitor General and some cases since then. He is member of the law faculty of Yale U. A past chairman on the committee of admissions, and of the executive committee of the association of the Bar of New York, Mr. Seymour at the present is member of the Grievance Committee. He is chairman of the Committee on Civil Rights of the New York Bar Association and Chairman of the Committee on Legal Education of the New York County Lawyers Association. He also is a member of the Board of Directors of the Legal Aid Society and treasurer of the practicing Law Institute.

THE WAR Production Board has announced the appointment of Harold R. Sharpe, Philadelphia, as assistant director for labor, of its Radio & Radar Division.

Some National Accounts Now On W-I-T-H

Medrex
Dr. Pierce
Seaboard Finance
Mercirex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Gold Medal Capsules
True Story
Supersuds
Bond Bread
Pepsi Cola
Chelsea
Edgeworth
Vitamins Plus
Tek
Johnson & Johnson
J. O. Insecticide

81.5%
OF THE VOTES!

Students of a Baltimore college recently polled themselves on Sports Broadcasters.

Bill Dyer, Station W-I-T-H's commentator received 81.5% of the votes!

Which only proves what so many advertisers have learned from sales results:

STATION W-I-T-H IS BALTIMORE'S LEADING SPORTS STATION

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Lane Is Director CBS Station Dept.

Akerberg Names Him to New Post; J. G. Gude to Assist

IN A MOVE "to extend the scope of the services which CBS gives to its affiliated stations," Herbert V. Akerberg, CBS vice-president in charge of station relations, announced last week that Howard Lane, for the past year central division manager of CBS station relations, has been named to the newly created post of director of station relations for the entire network. He will take over the position Oct. 1 in New York.

With CBS since August 1942 in his present position, Mr. Lane was previously with McClatchy Broadcasting Co., as business manager of the company and of its five stations: KWG Stockton, KFBK Sacramento, KMJ Fresno, KERN Bakersfield, all in California, and KOH Reno. He was also a member of the editorial staff of the McClatchy newspapers. No successor has been named to fill Mr. Lane's position in Chicago.

In announcing the department's reorganization and expansion, Mr. Akerberg stated that J. G. Gude, of CBS station relations, will become assistant director of the department, while William A. Schudt Jr. and Edwin Buckalew will remain as eastern and western division managers, respectively.

MR. LANE

Ralston Spots

RALSTON PURINA Co., St. Louis (cereal) on Sept. 7 started a three-week announcement series on WLS WMAQ WGN WKBW WGR WBEN. On Oct. 5 the company will sponsor newscasts thrice-weekly on WEAF and twice-weekly on WABC, both for 52 weeks. Agency is Gardner Adv. Co., St. Louis.

A. E. STALEY MFG. Co., Decatur, Ill., beginning Nov. 29 will sponsor a quarter-hour program Mondays through Fridays for 52 weeks on the BLUE network at 10:15 a.m. Agency is Blackett-Sample-Hummert, Chicago.

SOME OF THE RADIO station managers and representatives who met in Chicago last week to discuss elimination of "cowcatcher and hitchhiker" commercial announcements with William B. Way, vice-president and general manager of KVOO Tulsa, are (standing, l to r): John Gillin, WOW Omaha; Sheldon Hickox, NBC New York; Maurice Corken, WHBF Rock Island; C. W. (Chuck) Myers, KOIN Portland; Herb Hollister, KANS Wichita; Gustav Brandbord, KVOO Tulsa; Dean Upson, WSM Nashville; David Stone, KSTP St. Paul. (Seated, l to r): A. W. Kaney, NBC Chicago; Walter Damm, WTMJ Milwaukee; Howard Chernoff, WCHS Charleston; Hugh Feltis, KOIL-KFAB; Kenyon Brown, KOMA Oklahoma City; William Way; Harry Stone, WSM Nashville; Lee Coulson, WHAS Louisville; and John Shepard 3d, chairman of the board, Yankee Network.

Station Group Takes Action Against Net 'Annoyance' Spots

INSPIRED by the recent "pioneering action" taken by CBS to stop "cow-catcher" and "hitch-hike" announcements on commercial CBS programs, leading station owners and managers gathered in Chicago last Monday, unanimously adopted four resolutions to eliminate "listener annoyance". The meeting was called at the request of William B. Way, vice-president and general manager of KVOO Tulsa, and author of the "Broadcasters' Declaration of Independence."

The resolutions adopted were:

1. Be it resolved by the stations here assembled that the policy as announced by the CBS Sept. 20, relating to cow catcher and hitchhiker announcements be and is hereby enthusiastically commended and endorsed as being in the best interests of better radio broadcasting and public service.

Others, Too

2. Be it also resolved that all other radio networks be urged to adopt a policy to accomplish the same results.

3. In the interest of public service and good radio broadcasting, it is further resolved that all cow-catcher and hitchhiker announcements be eliminated from local and national spot programs, both live and transcribed.

4. It is further resolved that in order to assist in accomplishing these purposes copies of these resolutions be forwarded to all stations, advertising agencies, transcription producers, station representatives, networks and the members of the Planning & Advisory Committees of each network.

Among the broadcasters present at the meeting, presided over by Mr. Way were Walter J. Damm, WTMJ, Milwaukee; Howard Chernoff, West Virginia Network; Kenyon Brown, KOMA, Oklahoma City; Harry Stone, WSM, Nashville; W. Lee Coulson, WHAS, Nashville; W. Lee Coulson, WHAS, Louisville; John Shepherd 3d, Yankee Network; John J. Gillin Jr., WOW, Omaha; Sheldon Hickox, NBC station relations, New York; A. W. Kaney, NBC Chicago; C. W. Myers, KOIN-KALE, Portland; Herb Hollister, KANS Witchita; Maurice J. Corken, WHBF Rock Island; Gus Brandborg, KVOO Tulsa.

Another meeting of this group was scheduled to take place at a future date for a report on results of the action authorized in the resolutions. The resolutions committee comprises Messrs. Damm, Shepherd and Feltis.

PROCEEDINGS END IN WOKO RENEWAL

LICENSE RENEWAL proceedings for WOKO Albany, N. Y., to determine who has owned its stock since it was licensed 13 years ago, ended in Washington last Thursday with denial by R. K. Phelps of Kansas City that he had at any time owned or received any dividends from the 240 shares of stock registered with the FCC by WOKO in the name of Mr. Phelps, a brother-in-law of Sam Pickard, ex-Radio Commissioner and CBS vice-president. He also denied that he had ever been offered the stock or any dividends from it as a gift.

Actual owner of the stock, representing 24%, is Mr. Pickard, according to previous testimony. He was assigned the stock in 1931 for services in arranging an affiliation contract for WOKO with CBS [BROADCASTING, July 12]. Before 1934 the stock was registered in the name of various other stockholders of WOKO.

In July, 1934 the stock was transferred to Mr. Phelps following adoption of an order by the FCC that a statement of all stockholders in broadcasting stations be reported to the Commission. Applications for a station license had required that only holdings of 10% or over be reported.

DURR RENEWS COX OUSTER PETITION

(*See Earlier Story on Page 12*)

RELENTLESSLY pursuing the campaign to have Rep. E. E. Cox Select Committee to investigate (D-Ga.) ousted as Chairman of the the FCC, Commissioner C. J. Durr last Friday again petitioned Speaker Rayburn to bring the matter before the House itself. The letter came on the heels of an editorial in the *Washington Post* the same day, which challenged the "courage" of Speaker Rayburn and called upon him to correct the "blunder" in the most open and direct manner.

Mr. Durr in a nine-page release, including letters previously sent to Speaker Rayburn and to Chairman Hatton W. Summers (D-Tex.) of the House Judiciary Committee, asserted he again appealed to the Speaker because of previous action of Chairman Sumners in holding that his committee had no jurisdiction in the matter. Speaker Rayburn had referred the original petition to the Judiciary Committee for action.

Mr. Durr filed his original petition on May 13. It was promptly referred to the Judiciary Committee. He notified Speaker Rayburn, that after four months, on Sept. 22 he was notified by Chairman Sumners that the opinion seemed general among members of the Committee that it had no jurisdiction and no responsibility. Mr. Sumners said he concurred in this view.

The absence of procedure for presenting his petition before Congress would make the constitutional right of petition "meaningless", Mr. Durr continued. He said he did not believe the House, with full knowledge of the facts, would endorse Congressman Cox as a suitable person to serve as the Chairman or even as a member of the Select Committee.

Songs for Vicks

VICK CHEMICAL Co. through Morse International, is sponsoring a transcribed musical program *Songs of Good Cheer*, produced by Frederic W. Ziv Inc., N. Y. Series consists of 78 quarter-hour open-end transcriptions, narrated by Larry Eliot, and broadcast on WJR WGAR WBEN WWL WDBJ WFLA WCBS WTAR WFBM WSFA WBRC.

Sill to WNEW

JERRY SILL, Director of Promotion for CBS owned and operated stations, has resigned and on Oct. 4 will become sales promotion director of WNEW, New York. Sill replaces John Fistere who joined the Office of Strategic Services in Washington. During his six years at CBS, Sill directed the promotion for the CBS O & O stations, CBS New England regional, Columbia Pacific Network, and Radio Sales. In addition, he was the manager of the station services in the station relations department.

Mr. Sill

This is the Army, Mr. Jones!

NOT THE WAY it looks—but the way it *sounds*. This is the army marching to the front or tramping down a dusty road. This is the army on parade up Main Street.

It fools you every time. When the command, "Company, ha—alt!" rings out, you hear hundreds of feet stop in their tracks with a snap. When the Sergeant bellows, "On the double—march!"—you hear those feet kicking up the dust just as if you were standing beside them.

This is the army, Mr. Jones, the way you hear it on your NBC radio programs. A few dozen sticks clicking against a board.

A clever gadget, to be sure. Yet the thought, the skill, the experiments and the experience that went into its creation would floor you! Because making sound effects devices that are so realistic, so authentic, so dramatic they will sound better than the real thing, is a full time job for a staff of experts at NBC!

Today, a script may call for any conceivable sound made by man or nature—and your NBC sound effects expert will reproduce it with absolute fidelity.

NBC has pioneered in the development of sound effects; it has built up the largest and most complete sound effects department in radio—for a very good reason. Sound effects add drama, interest, and realism to broadcasting. Good sound effects make a good program *better*. And NBC is interested in offering the *best* in broadcasting.

Which is one of the reasons why NBC is "The Network Most People Listen to Most."

—The National Broadcasting Company

ARMY AIRS *"Gulfport Field on the Air* on WGCM Gulfport, Miss. nine times weekly with four regularly scheduled programs. Handling scripts, production and announcing on all shows are three members of the Radio Section, Special Services Office, (l to r): S. Sgt. John Gray, formerly of WDOD Chattanooga; S. Sgt. Lanny Pike, formerly of WGAN Portland, Me.; Sgt. Charlie Edwards who was with WGST Atlanta.

Hudnut Adds

RICHARD HUDNUT SALES Co., New York, is expanding its spot schedule for Three Flower Face Powder Sept. 27 with spot announcements on five stations in Spokane, Denver, Shreveport and Birmingham. Continuing on KTRH Houston, and WJAX Jacksonville, Hudnut is adding KGA KHQ KLZ KWKH WBRC. Increase indicates a let-up in priority limitations on talc supplies. Cosmetic firm's network program on CBS, *Hollywood Showcase*, was discontinued a year ago because of severe restrictions on powder ingredients. Agency is Kenyon & Eckhardt, New York.

Promotes Gro-Pup

FAVORITE of the early jazz era, "Has Anybody Here Seen Kelly?" has been adapted to radio to introduce Kellogg Co.'s pellet-form Gro-Pup. Tune was tailored to fit Kellie, the pup pictured on the Gro-Pup dog food box. Six musical Gro-Pup commercials—in barber shop quartette style—and six dialogue commercials have started on WJIM WIBM WGIL WLOK WMAN WLBC. Product is also promoted on 104 BLUE stations on *Kellogg News*. Agency is Kenyon & Eckhardt, New York.

WEILAND PROTESTS WAC ADVERTISING

A COMPLAINT against Government WAC recruiting advertising in newspapers as being discriminatory to radio has been made to Palmer Hoyt, Domestic Director of OWI, by Jonas Weiland, owner of WFTC Kinston, N. C. Inquiries last week to Mr. Hoyt's office disclosed that a reply to a letter received from Mr. Weiland would soon be forthcoming.

The letter follows:

Dear Mr. Hoyt:

A situation arose yesterday, which I think is very unfair to the broadcasters. An officer in the WAC's approached our station for some spots and a program to aid them in their recruiting on a sustaining basis. In order to aid the war effort, we gave them the time.

We asked them first whether they were buying any space and they said no. They were quite surprised, as were we, when the same afternoon there appeared a paid ad in the local paper, which was paid for by the War Department.

We think this is very unfair and at first in anger, I cancelled the program and the spots. The officers of the WAC's didn't blame us one bit.

However, I decided that in spite of the fact that this was very unfair, we would co-operate with these WACs because of the great job they are doing in the war effort and their need for further enlistments.

Bell Campaign

NUMBER of Bell Telephone System companies throughout the country are using radio as part of a campaign recruiting employes. This is the third Bell spot campaign of its kind—the others were the "Don't Telephone" and "Red Book" campaigns. Example of the radio activities of the state companies is Illinois Telephone Co., with transcribed announcements on eight stations in Chicago and one each in Rockford and Rock Island starting Sept. 26. Agency is N. W. Ayer & Son.

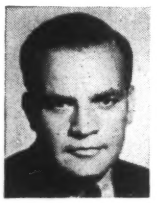
Tender Leaf on CBS

STANDARD BRANDS, New York, returns to CBS for the first time since 1932 as sponsor of *The Story of Mary Marlin*, for Tender Leaf Tea. The serial was last broadcast Sept. 24 on NBC for Procter & Gamble and starts Sept. 27 on a 39-station hook-up on CBS in the Monday through Friday 3-3:15 p.m. period. Agency is J. Walter Thompson Co., New York.

CBS Program Survey Itinerary Announced by William B. Lewis

Selection of 50 Cities for Study was Placed In Hands of Research Expert Elmo Roper

AFTER A MONTH of preliminary planning, William B. Lewis, former assistant director of OWI, on October 3 begins his first-hand nationwide survey of radio program service under special assignment by CBS, which will carry him to some 50 cities. The survey, first ever undertaken on so broad a basis, was announced by CBS President William S. Paley early last month, bringing the former CBS vice-president in charge of programs back to the network for a one year assignment, results of which will be made available for the benefit of radio as a whole.



Mr. Lewis

Mr. Lewis, who had been prominently mentioned for an NAB executive post in the event a change was made in the presidency of the trade association, set up by the OWI Radio Bureau and its allocation plans, which have been highly commended. An expert in programming, he also is familiar with the agency field, where he served prior to joining CBS. Since Mr. Lewis' retirement from CBS two years ago, Mr. Paley himself has supervised program operations of the network.

Typical Communities

The goal of the Lewis survey is to learn on the scene the opinions of listeners and broadcasters on program services now rendered to check new ideas and suggestions and responses for its future improvement.

Mr. Lewis advised BROADCASTING that he had discussed his itinerary with Elmo Roper, research executive. Mr. Roper produced a list of 43 communities which in his judgment comprised the best American microcosm possible to observe in the time available. Mr. Roper, Mr. Lewis reports, said further that "if you will spend some time in the hearts of these communities there is little chance you will ever be guilty of passing judgment on American opinion with a warped or biased mind."

Mr. Lewis declared that in each city he would talk with broadcasters, public leaders and typical listeners, in every walk of life, carefully chosen to give a fully representative cross section of the industrial, economic, agricultural and social life of every community. Despite several invitations to speak during his travels, Mr. Lewis said he has declined such engagements since his only function during the year will be to "listen."

Mr. Lewis' itinerary follows:

MIDDLE ATLANTIC

Oct. 3-6, Utica, N. Y.; Oct. 7-9, Canajoharie, N. Y.; Oct. 10-13 Binghamton, N. Y.; Oct. 14-16 Liberty, N. Y.; Oct. 17-20, Wilmington, Del.; Oct 21-23 Shamokin, Pa.; Oct. 31-Nov. 6 Pittsburgh, Pa.

EAST NORTH CENTRAL

Nov. 7-13, Cleveland, Ohio; Nov. 14-17, Madison, Wis.; Nov. 18-20, Kewanee, Ill.; Nov. 21-24, Terre Haute, Ind.; Nov. 25-27, Hamilton, Ohio; Nov. 28, Cincinnati, Ohio (no survey); Nov. 29-Dec. 1, Rushsylvania, Ohio; Dec. 2-5, Flint, Mich.

SOUTH ATLANTIC AND EAST SOUTH CENTRAL

Jan. 9-11, Sumter, S. C.; Jan. 12-15, Augusta, Ga.; Jan. 16-22, Atlanta, Ga.; Jan. 23-27, Birmingham, Ala.; Jan. 28-31, Pensacola, Fla.; Feb. 1-3, Hattiesburg, Miss.; Feb. 4-6, New Orleans (no survey).

WEST SOUTH CENTRAL

Feb. 7-9, Lafayette, La.; Feb. 10-12, Beaumont, Texas; Feb. 13, Galveston, Tex. (no survey); Feb. 14-19, Dallas; Feb. 20-23, San Angelo, Texas; Feb. 24-26, Lubbock, Texas; Feb. 27, (En Route); Feb. 28-Mar. 2, Pine Bluff, Ark

WEST NORTH CENTRAL

Apr. 3-5, Hibbing, Minn.; Apr. 6-8, Austin, Minn.; Apr. 9-15, Des Moines, Iowa; Apr. 16-18, Osceola, Iowa; Apr. 19-22, Hastings, Neb.

MOUNTAIN

Apr. 23-29, Denver; Apr. 30, Salt Lake City (no survey); May 1-3, Ogden, Utah; May 4-6, Pocatello, Idaho; May 7, Yellowstone National Park (no survey); May 8-10; Missoula, Mont.

PACIFIC COAST

May 11-13, Puyallup, Wash.; May 14-20, Portland, Ore.; May 21-24, San Francisco; May 25-27, Richmond, Cal.; May 28, Hollywood (no survey); May 29-31, San Bernadino, Cal.

MOUNTAIN (Cont'd)

June 1-3, Prescott, Ariz.; June 4-5, Grand Canyon (no survey); June 6-7 (En Route).

WEST NORTH CENTRAL (Cont'd)

June 8-10, Wichita, Kan.; June 11-17, Kansas City.

Bird's Eye Plans

GENERAL FOODS Corp., New York (Bird's Eye), on Sept. 30 starts *Dinah Shore Program* on 120 CBS stations, Saturday, 9:30-10 p.m. (EWT). Variety show will include a weekly comedy cut-in from New York featuring Cornelia Otis Skinner with Roland Young. Joseph Lilley Singers are the mixed vocal group. Robert Emmett Dolan is musical director. First guest on the half-hour series will be Ed Gardner (Duffy) of the weekly BLUE *Duffy's Tavern*. Harry Von Zell announces. Glenhall Taylor, manager of Young & Rubicam, will produce the first few programs. Arthur Moore, New York agency producer, takes over when he arrives on the Coast.

Texaco Guests

TEXAS Co., New York, on Oct. 3 will start a guest star policy on its Sunday *Texaco Star Theatre* program on CBS until Fred Allen has decided whether he will return to the show. First guest will be Alec Templeton, pianist. Agency is Buchanan & Co., New York.

QUICK AS FRYING A PORK CHOP

Is the Answering of CBS' Latest Questionnaire On Merits of Sustaining Programs

AS A FURTHER step to improve sustaining programs, CBS last week mailed 10 questions to all managers of CBS stations.

In convenient booklet form, and titled "Believe It Or Not I Am Waiting For a Pork Chop" (which CBS suggests a station man might be doing while he fills out the answers), the questionnaire includes queries on: "Which of the following program types do you believe are enjoyed by the audience to your station?"—"Has CBS been giving you 'too many, too few, or about enough' of each program type . . ." —"What is the best sustaining program CBS has on the air today" or "has ever put on the air?"

The booklet also asks what the managers think of CBS' new cue —"This is CBS . . . The Columbia Broadcasting System" and whether the station manager would be interested in seeing a summary of the answers to these questions.

Other recent CBS moves for program service improvement include the appointment of William B. Lewis to a special 12-month assignment to study radio program service for CBS, and the setting up of the program relations division under the direction of Robert L. Kennett.

Denver Delivers

FIGHTING MEN!

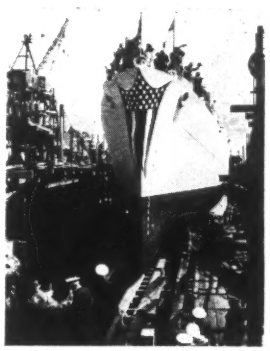
FROM the Denver area are coming thousands of well-trained fighting men and tons of munitions, materials, and foods to back them up.

Colorado's almost limitless resources of climate and strategic minerals, its agricultural versatility, its old and new industrial facilities have multiplied the wartime importance of the Denver market which last year stood 20th among America's 187 retail areas in sales.

Denver is delivering the stuff with which wars are won. It's delivering sales, too, with which profits are won.

Do *you* have a message to be delivered in this market?

Up and down the eastern slope of the Rockies, where planes are a mile high before they leave the ground, are a string of troop training centers, air bases, and military establishments. Even ski-troopers are training atop Colorado's snowclad mountains.



DENVER DELIVERS SHIPS!

Destroyer escorts prefabricated in Denver are now sailing the seven seas turning the tide against the once threatening submarine menace.

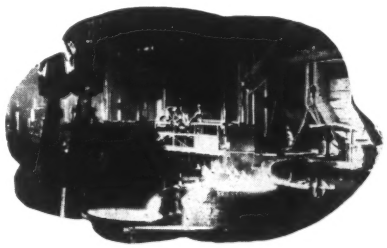
KLZ

Delivers the

DENVER MARKET

CBS • 560 Kc.

Affiliated in Management With The Oklahoma Publishing Co and WKY Oklahoma City ★ Represented by The Katz Agency, Inc



DENVER DELIVERS MUNITIONS!

Steel and bullets, chemicals and minerals . . . one Colorado plant alone employs more persons today than all industrial establishments in the state combined before the war.

DENVER DELIVERS FOOD!

One of the largest grain harvests in Colorado history has been completed. Nearly 2 million tons of sugar beets will be harvested. Colorado's 1943 onion crop was the nation's biggest.

DENVER DELIVERS SALES!

Denver, now a city if 404,820, and the entire state of Colorado spent 21% more in retail stores the first 7 months of this year than last.

Spots for Sponsorship Offered By OWI in Conservation Drive

Under Plan, Announcements May Be Sold to Fuel Dealers and Public Utility Companies

COMMERCIAL sponsorship of transcribed announcements in the Government's overall campaign for conservation of critical resources, scheduled under the OWI Station announcement allocation plan for the week of Oct. 25, was offered to broadcasters last week by the OWI Domestic Radio Bureau.

In a memorandum to station war program managers, John D. Hymes, chief of the Bureau's station relations division, asked that sales managers be immediately advised of the commercial possibilities of the announcements which have been recorded short to allow ample time for sponsor tie-ins.

Commercial Possibilities

The announcements call upon the public to conserve coal and oil, gas, electricity, water, transportation and communications. All but the water conservation spot have obvious commercial possibilities, according to the memorandum. Stations will be sent the copy used in the announcements for advance showing to prospective clients and transcriptions will also be sent in time for audition purposes.

Stations were advised, however, that regardless of whether or not they obtain sponsors, the announcements are legitimate Government requests and should be broadcast according to schedule as part of their regular OWI allocation commitments. They were asked, also, to run all six announcements and not concentrate on any one or two subjects, either commercial or sustaining, as the announcements all tie in with the broad conservation campaign.

The radio phase of the conservation program got under way last week with 32 network shows assigned to the campaign under the OWI Network Allocation Plan. During the week of Oct. 25, the transcribed announcements are scheduled for 891 stations under the Station Allocation Plan. Stations are committed to broadcast at least three of the announcements daily, whether sponsored or sustained, with all six announcements given as nearly equal distribution as possible during the week.

The conservation campaign calls for voluntary measures by the public and industry to effect important savings in the use of fuels and utilities and thus conserve manpower, materials and equipment. Emphasis is given to aggregate savings by householders and commercial establishments.

The vital role of coal in the production of steel, explosives, synthetic rubber, and many other war products is accentuated. The public is being told that the total supply may fall dangerously short of unprecedented war needs and that 65,000,000 tons can be added to our supply if a 10% conservation goal is realized.

In asking the public to conserve fuel oil, the campaign stresses the fact that more and more crude oil is needed for production of aviation gasoline, tuolene for TNT and butadiene for synthetic rubber and that less and less is available for heating purposes. Reduction of waste in home heating is urged.

Conservation of natural and manufactured gas is being asked in the interest of war production, transportation and essential materials. Economy in the use of manufactured gas, it is emphasized, means savings in coal, coke and oil which are required for its production.

Materials Saved

Critical shortage of fuels needed in producing electricity prompt the need for conserving power. A vigorous conservation program, it is pointed out, can save annually 75 million lamp bulbs, which in turn saves such critical materials as copper, tungsten and molybdenum. Saving electricity means saving coal, oil, gas, and manpower.

The campaign stresses the importance of water as a basic war material, calling attention to increased demands upon water systems as a result of war industry and population shifts. Conservation of water, the public is being told, saves critical metals used in maintenance and repair of water systems, chemicals used in treatment which are needed for war industry, and fuel used for pumping water. Told that one leaky faucet may waste over 400 gallons per day, domestic and industrial consumers are being urged to adopt necessary measures.

Possibilities for conservation in connection with the communications phase of the campaign are being emphasized through presentation of facts regarding use of materials required to maintain telephone service. Emphasis is given to rapid increase in demand for service in face of sharp declines in materials and manpower needed.

The transportation conservation phase of the program intensifies the "Don't Travel" campaign of the Government. (For a regular advance listing of OWI campaigns on the Network, Station and National Spot Allocation plans, see page 28.)

"KALAMAZOO DIRECT TO YOU," the slogan made famous by Kalamazoo (Mich.) Stove and Furnace Co., now applies to football broadcasts which the company is sponsoring on WKZO Kalamazoo. All eight U. of Michigan games were involved when Arthur L. Blakeslee, president of the stove company, signed the contract, with John E. Fetzer, president of WKZO, right at his elbow. Looking on (l to r): Paul O. Godt, studio director; Jack Hilmert, advertising manager of Kalamazoo, and John W. O'Harrow, general sales manager of WKZO.

Pepto-Bismol Extends Spots Through Winter

NORWICH PHARMACAL Co., Norwich, N. Y., is continuing its spot advertising for Pepto-Bismol through the fall and winter for the first time since it entered radio three years ago. The extension is in line with the company's gradual increase in radio advertising. The schedule of one-minute transcribed announcements on 45 stations from six to eight times weekly has been extended for an additional seven weeks through November. Commercials are one-minute musical jingles prepared by Phil Cook and presented by the "Song Spinners".

A 13-week renewal has been effected for a five-minute program Monday through Friday on WJZ New York, featuring Grace Morgan, singer, with piano, violin and organ accompaniment. Musical jingles are written by Allen Kent and Ginger Johnson. New cycle starts Oct. 18. Agency is Lawrence Gumbinner Adv., New York.

Accident Time

THEY COULDN'T remember when the accident happened, but they had the radio turned on and remembered the program. So when the case came to trial at Charleston, W. Va., the court called on program director Joe Herget, WCHS, to establish the time of the accident.

Ad Club Food Sessions

TWENTY-EIGHT local war food meetings following the pattern of the recent regional meetings in New York, Chicago and San Francisco, are being sponsored with the cooperation of advertising clubs affiliated with the Advertising Federation of America. AFA reports that some of the meetings have already been held. Their purpose is to launch local campaigns to put over the War Food Administration's program to "Produce, Conserve, Share and Play Square". November, selected as the time for these special campaigns, is also the month when the Food Fights for Freedom campaign reaches its height in publication advertising and in radio schedules prepared by the OWI for broadcast under the Network, Station, and National Spot Allocation plans. At present the drive is being carried by radio on OWI's Special Assignment plan.

RTPB Meets Again

MEETING of the Radio Technical Planning Board, outgrowth of the Radio Manufacturers Assn. and the Institute of Radio Engineers [BROADCASTING, Sept. 20], will be held at the Hotel Roosevelt, New York, at 10:30 a. m., Sept. 29. Organization plans, approved unanimously at the Sept. 15 meeting, will be discussed in detail, along with expansion of postwar radio plans. Organizations which have been invited to attend are: American Institute of Electrical Engineers, American Institute of Physics, American Radio Relay League, FM Broadcasters Inc., International Assn. of Chiefs of Police, National Assn. of Broadcasters, National Independent Broadcasters, Aeronautical Radio Inc.

Annual Mike Contest Has Slight Rules Change

ANNOUNCEMENT of the 11th annual competition for the H. P. Davis Memorial Announcers' Awards was made last week in a pamphlet distributed to NBC affiliates and NBC owned and operated stations. The competition again will be directed by Marjory Stewart of the Microphone Playhouse in Pittsburgh.

For the first time since the contest was established in 1933 by the widow of H. P. Davis, pioneer broadcaster, the rules have been changed to allow three entries instead of one from each station, as well as for the presentation of honoroble mention certificates to two runners-up instead of one in each time zone and in the national judging. Winners will be selected on the basis of personality, diction, voice, versatility and maintenance of high standard in presentation of programs.

XUM

the Dove of Peace will come in on a radio wave

One day it will happen. Just when, it would be folly to predict. But one day, surely, war will end. For the first time in the world's gory history, broadcasting will have the proud privilege of flashing the message for which mankind waits and prays: "Peace . . . "

For the stations of Westinghouse, it will be the culmination of ceaseless effort to help . . . by service to the communities in which the voice of Westinghouse is a power for good . . . and through service to the nation at large.

Only a miracle can bring peace before another year or two . . but it will come. In the meantime, let's buy that *extra* War Bond we thought we couldn't afford. The rewards for working and saving will be beyond the power of pen to express.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

XUM

'Why, What and When of New Radio Law' Told in Mimeographed Outline

TO ANSWER the constantly rising tide of inquiries from Congressional and other Governmental quarters about the need for a new radio law, because of the Supreme Court opinion of May 10 (Frankfurter decision) giving the FCC a virtual blank check, there has been prepared a mimeographed statement titled "The Why, What and When of a New Radio Law". Along with this document, an analysis of the White-Wheeler Bill (S. 814) and proposed amendments to it has also been mimeographed.

The "three W" mimeograph follows in full text:

I. WHY

1. There is substantial unanimity on the need for a new law.

(a) President Roosevelt stated as early as January 21, 1939:

"I have come to the definite conclusion that new legislation is necessary to effectuate a satisfactory reorganization of the Commission. New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty interpreting them or administering them."

(b) Bills for amending the Communications Act have been introduced at the last two sessions of Congress.

(c) Industry representatives and representatives of the National Association of Broadcasters (representing a majority of stations in the country) have consistently cited the need for a new law in Congressional hearings in 1941, in 1942 and in public statements since that time.

(d) Even Justice Frankfurter apparently looks to Congress, for in his May 10 decision he said:

"It is not for us to say that the 'public interest' will be furthered or retarded . . . the responsibility belongs to the Congress for the grant of valid legislative authority . . ."

2. The Frankfurter decision of May 10, 1943, in going far beyond the narrow issues involved in the network regulations, gives to the FCC powers never contemplated or intended by Congress. Mr. Justice Frankfurter stated that the law gives the Commission "not niggardly but expansive powers" and puts upon the Commission the "burden of determining the *composition of that traffic*" (which simply means that the FCC can determine what programs go on the air). The decision recognizes no discernible limitations in applying the test of "public interest, convenience and necessity" and, in effect, declines any review of FCC findings because of that body's "expertness" in the field of radio. Under this decision:

(a) The FCC can tell broadcasters what must be broadcast whether it be news, public discussion, political speeches, music, drama or other entertainment, and also what may not be broadcast.

(b) The Commission can regulate the business arrangements by which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based upon business affiliations.

The effect, clearly, is to destroy the substance, if not the form, of non-governmental operation of radio—and this country has in the past been unique in its system of radio operation as well as in the excellence of its radio service.

II. WHAT

1. A specific and watertight statutory provision that the FCC shall not concern itself with program policies and business practices.

2. Workable provisions for insuring "fairness" in the treatment of controversial public issues.

3. Putting the radio industry on the same basis as other industries with respect to the antitrust laws and substitution of other and usual penalties for the "death sentence" (i.e. loss of license) except for failure to comply with technical requirements.

4. A division of the Commission into two parts—broadcast and common carrier.

5. Procedural reforms to insure licensees and applicants fair hearings and their "day in court".

III. WHEN

Legislation is urgently needed *now*, because

1. At present all new radio construction is frozen. If the quickest postwar development—based on the new wartime discoveries in radio and electronics—is to be stimulated, the rules of the game must be known now.

2. If American broadcasters are to do their full share in post-war development, they must have some assurance that what they build may be operated by them.

3. A world-wide scramble for frequencies will follow the close of the war. The position of the United States will depend, in large part, on the degree of utilization of these frequencies which American broadcasters stand ready to make.

4. No interference with the war effort would result—either from the new law itself or the legislative process of enacting it. The broadcasters' all-out cooperation in the war effort is a matter above law or compulsion, and all interested elements, except the FCC itself, want a new law.

Elmer Davis Answers Taber's Attack on OWI

REPLYING to charges by Rep. Taber (R-N.Y.) that OWI overseas operations are "getting worse instead of better," Elmer Davis, OWI director, last week declared that enemy propaganda agencies take a different view. He cited, as testimony to the effectiveness of OWI activities, a Japanese broadcast on Sept. 9 which asserted: "We must realize how skillfully the propaganda of the United States and Britain is working, and we must see in the collapse of Italy an example of this in sharp reality."

Rep. Taber had criticized OWI activities as "a continuing menace" and urged a reorganization of the agency and the removal of Mr. Davis and Robert Sherwood, director of the Overseas Branch. Asserting that Mr. Davis "has neither the capacity nor the desire to reorganize the agency", he urged the appointment of "some kind of business specialist" to handle operations.

Canadian Drive

ROYAL CANADIAN AIR FORCE, Dept. of National Defense, Ottawa (recruiting) on Oct. 3 starts a new network show *C for Charlie*, with stations not carrying the net show carrying a transcribed version of the program. The show will deal with the adventures of a Wellington bomber crew, and interviews with prominent fliers will be included. Account is placed by the combined Advertising Agencies of Canada, Toronto.

QUARTER CENTURY

In Radio, Bill Kotera Is A Veteran at 40

Bill Kotera (standing) with Herb Lee

WILLIAM J. KOTERA, chief engineer of WOW Omaha, is a young man just 40, but he already has a quarter century of experience in the radio field.

Chief Kotera received his amateur license at 15, and four years later went into commercial radio with WIAK, the *Daily Journal Stockman* station in South Omaha. He was a combination engineer-announcer and gave livestock reports. On the same job he was the first man in the Omaha area to broadcast World Series games.

The UP operator who took the Series reports in code and gave them to Kotera to broadcast was Herb Lee, who for several years has been a rewrite man in the WOW news department working in the office next to Bill's. The Woodmen of the World station was only two years old when Kotera left WIAK early in 1925 to join WOAW, now WOW.

In the picture, Bill is seen using the original telephone type mike he used 21 years ago when working with Herb, who poses at the telegraph sounder, just as he did when they broadcast the news in 1922.

'Here's Mexico' Series

FIRST MEXICAN series to be aired on Mutual under its arrangement with Radio Mil, Mexico City, for an interchange of programs [BROADCASTING, June 21] started Sunday, Sept. 19, 12:30-1 p.m., titled *Here's Mexico*. Featuring Mexican stars, the series attempts to demonstrate the similarity between Mexican customs and arts and our own, and at the same time to bring to our attention the country's material contribution to the war effort. Tata Nacho and his orchestra, and Miss Maria Cristina Puga, vocalist, were heard on the first broadcast.

New OWI Committee

FORMATION of a Weekly Newspaper Advisory Committee to consult with OWI on problems of weekly newspapers was announced last week by Elmer Davis. The committee is composed of 12 outstanding weekly newspaper publishers.

More Used Car Dealers Are Entering Spot Radio

LIMITATIONS on the size of newspaper display ads is drawing many used-car dealers into spot radio, according to J. R. Kupsick Adv., New York agency handling five such accounts. Agency's latest account is New York Auto Exchange with a campaign of spot announcements and five-minute programs on WNEW and WMCA New York, and on WPAT Paterson and WAAT Jersey City.

Spot activity in the New York area began gaining impetus about nine months ago when used-car dealers from California, Ohio, Texas and other states set up New York branch offices to obtain autos from gas-rationed car owners in New York and New Jersey.

Planning for Postwar

MEETINGS for RCA Victor distributors and executive personnel during September are giving that group as well as local wholesalers an opportunity to discuss postwar distribution. Officials of RCA, speaking in New York, Chicago, San Francisco and New Orleans, include: H. C. Bonfig, general sales manager; L. W. Teegarden, assistant general sales manager; Vance C. Woodcox, director of commercial research; E. W. Engstrom, director of research of the RCA Laboratories; Thomas F. Joyce, manager of the radio, phonograph and television department.

Lt. Col. P. E. Watson

LT. COL. PAUL E. WATSON, 40, director of the Camp Evans Signal Corps laboratory at Belmar, N. J., and previously with Westinghouse, Pittsburgh, died Sept. 18 of a cerebral hemorrhage in the Ft. Monmouth Post Hospital, N. J. An outstanding technician in the radio field, particularly on ultra-high frequencies, Lt. Col. Watson was executive officer of the Signal Corps radar laboratory, having much to do with the development of radar. He leaves a widow, his mother and two children.

Esther to Biow

FOLLOWING recent announcement that Lady Esther Co., Chicago, and Pedlar & Ryan, New York, had severed relations [BROADCASTING, Sept. 20], Lady Esther has appointed the Biow Co., New York, as its agency, effective immediately. The company currently promotes its cosmetic products on the *Screen Guild Theatre* program, heard on the full CBS network, Monday evenings 10-10:30. No change in the program will be made for the present, says Biow.

Campaign Starts

NORTH AMERICAN Accident Insurance Co., Chicago, last week started its annual fall and winter campaign, using five-minute and quarter-hour live programs three to five times weekly on stations in 25 cities. Keyed to the promotion of its Premier Limited Policy, drive entails the use of 200 newspapers, and national magazines, as well as the spot radio, similar to last year's schedule. Contracts are for 13 weeks. Agency is Franklin Bruck Adv. Corp., New York.

It's the old SHELL GAME

It was fun to let the spieler play you for a sucker at the county fair. But there's no need to gamble on the 3 P's in the Western Michigan Market. Only one station between Chicago and Detroit has the combination of POPULATION, PROGRAMS and POWER to do the job in Michigan's second market. That's WOOD—Grand Rapids.

POPULATION

GRAND RAPIDS — outstate Michigan's largest city. The Grand Rapids Market is second only to Detroit. WOOD broadcasts from the very *center* of this high wage territory of over a million listeners. Obviously no station on the *fringe* can do the job.

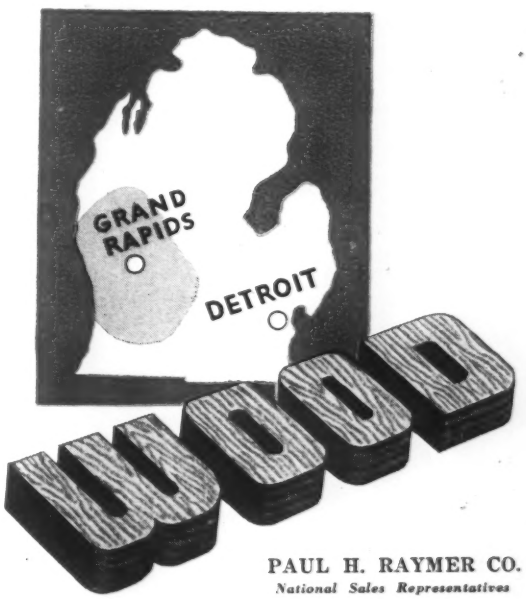
PROGRAMS

NBC PROGRAMS. For eight straight years the only NBC outlet in Western Michigan. The dials stay tuned to WOOD for the Parade of Stars, the best entertainment in radio. No wonder Grand Rapids listeners prefer WOOD 14 to 1 over any other 5000-watt station in the state.

POWER

5000 WATTS—second to none in outstate Michigan. WOOD is the only high-powered station transmitting from Grand Rapids.

Don't gamble. Follow the Rule of 3 P's. Only WOOD can *deliver* the listeners you need in Michigan's second market.



GRAND RAPIDS NBC... 5000 WATTS

"Outstate Michigan's Greatest Station"

PAUL H. RAYMER CO.
National Sales Representatives

CELEBRATION broadcast of the birthday of Gerry O'Brien, production manager of KTUC Tuscon, Ariz., included cut-ins from KSUN Bisbee, O'Brien's former home, and KOY Phoenix, as well as the assistance of the KTUC staff. Pictured above, taking part in the broadcast are (l to r): Lee Little, manager; Joe Fribley, announcer; Allene Floreen, writer-announcer; Victor Gillard, salesman; Jordan Preister, engineer; John Crowley, auditor; Lynn Warren, special feature broadcasts; Cliff Livingston, chief engineer; Graham French, announcer; O'Brien; Gene Packer, salesman; Wayne Sanders, program director.

Approval of Blue Sale Seen

(*Continued from page 12*)

labor; elimination of blanket restrictions on labor's right to purchase time and on its right to use radio for solicitation of membership or in organization campaigns.

There was no specific criticism of the BLUE transaction. Mr. deCaux admitted he asked the opportunity to testify because of the broader question of establishment of machinery for the "relief" of labor and other organizations in cases where there is a discriminatory denial of their right to buy or receive free time on the air.

WMCA Official Heard

First witness called Monday was C. Nicholas Priaulx, president and general manager of WMCA and secretary-treasurer of ABS. Examined on direct by Floyd F. Toomey, member of the firm of Alvord & Alvord, as counsel for Mr. Noble, Mr. Priaulx identified a number of exhibits filed with the original application for acquisition of the BLUE. He explained the manner in which the $8,000,000 purchase price is being raised and covered other fiscal aspects of the transaction.

Assistant General Counsel Rosel H. Hyde sought to establish an individual price for the three stations but Mr. Priaulx reiterated Mr. Woods' testimony that no values were attributed to any of the stations. The $8,000,000 figure was arrived at by Mr. Noble after examination of the balance sheets of the BLUE and based solely on the going concern value of the network and the future of radio as appraised by Mr. Noble.

Mr. Priaulx said his position with the BLUE had not been decided. It is presumed he will leave the executive direction of WMCA, upon formal transfer of the station by Mr. Noble to Nathan Straus, former administrator of U. S. Housing Authority, sale of which was consummated Sept. 13 for $1,255,000 subject to FCC approval. An accountant by profession, Mr. Priaulx said Mr. Noble had been his client for some 20 years before he joined his organization.

Mr. Noble, who occupied the stand last Monday for most of the 5½-hour session, outlined in detail how he proposed to finance the BLUE transaction. He said there was no necessity to raise additional outside capital. As to the possibility of raising capital for necessary expansion, he said he could provide the additional money from his "own resources".

Declaring he had not yet formulated his long-range plans, Mr. Noble said he would not do anything until he had actually observed the BLUE Network operations and determined how safe and good an investment it would be. He said he looked toward a "conservative venture with a safe investment" which might not be as attractive as other stock offerings. He declared he would be "very careful about the kind of money I bring in from the public interest standpoint." Asked by Commissioner Durr whether it is his plan to sell stock to affiliates, so as eventually to make the BLUE an "affiliate owned network", Mr. Noble said this was not his intention and that his commitments in connection with his bank loans contemplated his retention of control. He added that his only worry is "that I'll devote so much time to the BLUE that my other interests will suffer."

Praises Management

Discussing present management of the network, Mr. Noble said he has yet to hear a single criticism of its directing heads. He declared he did not anticipate any changes in the officers and directors of the BLUE except for those who are employees of RCA". He said these directors already had tendered their resignations.

Under brisk questioning by members of the Commission, Mr. Noble backed the Woods' position that he felt time should be sold to sell products but not philosophies. If the Ford Motor Co. indulged in the sale of "ideas" or anything other than its products or services, he would be disposed to terminate such sponsorship.

Expounding his views on sponsorship as an advertiser himself, by virtue of his chairmanship of the Life Savers Corp. and his interest in United Drug Inc. as well as other business enterprises, Mr. Noble said the ultimate purpose is to sell goodwill. The value of advertising is cumulative, he declared. He said Life Savers could sell 20 times what it is able to manufacture, because of wartime demand. He added, however, that "he wouldn't think of stopping our advertising" because other new brands are on the market.

Mr. Fly pressed his view that the sale of ideas may be just as important as promotion of products. He observed that operation of a network is "one of the greatest responsibilities in the country" and he did not feel that networks were under any duty to defend "any code," obviously referring to the NAB code.

After a hot colloquy, participated in by several Commissioners Mr. Fly observed that he thought the Commission was entitled to have "a formulated policy" in the record. Brushing aside Mr. Noble's observations that it was difficult for him to enunciate policy before he had acquired the business and must himself "go to school", Mr. Fly said the Commission would insist upon submission of such a statement of policy from Mr. Noble before acting on the transfer.

Winchell Case

He said such policy would not bind the network to sell to every "Tom, Dick and Harry" and that if radio operated on that basis the "management might as well be turned over to the office boy." Mr. Fly told Mr. Noble he could have "all the time you want" to prepare the statement but that the Commission would not act until it knew his views. He declared the Commission did not seek specific answers in specific cases but rather "what you're going to do about the mechanism of free speech."

Returning to the stand to reply to unanswered questions put at the initial hearing, Mr. Woods explained the situation in connection with the Jergens-Walter Winchell program. He said it involved the cases of the three stations—WWL New Orleans, WRVA Richmond, KWKH Shreveport — which had never carried the Winchell program before but which were desired by the client. The request was refused, he said, because other stations in these cities carried the program, covering adequately.

In the case of WRAL Raleigh, he said, the station had refused an affiliation contract with the BLUE but wanted only the single Winchell program at card rates.

Mr. Fly commented he believed the network's refusal to provide the station this service desired by the sponsor violated the network regulations and that it was exactly the sort of thing the rules were designed to terminate. John T. Cahill, Chief counsel for RCA-BLUE, contended it was no violation of the regulations and there was no matter of "exclusivity" involved.

Commissioner Walker insisted that the station has a right to "buy that program" under the rules.

Mr. Hyde also asked about the situation of KFRO Longview, Tex., which he declared had sought an affiliation with the network but was refused. The BLUE had sufficient coverage in the Longview area from its affiliations in Shreveport and Fort Worth, Mr. Woods said. He added, however, that KFRO was "under consideration". In this case, he said, the station was seeking a network affiliation while in the WRAL case only one program was sought. He said there was no "exclusive contract with any station" which prevents the addition of other stations to the network. When Mr. Hyde observed that KFRO claimed a nighttime coverage of 45,000 and a daytime coverage of 75,000 population, Mr. Woods observed that the case was "not yet concluded".

After a discussion of how Winchell and Drew Pearson prepared their broadcasts, designed to show there was no effort to control their views, Mr. Woods concluded his second appearance by answering a question from Mr. Durr regarding the NAB code. He declared there was no "substantial conflict" between the BLUE and the code provisions, but that the code never influenced the BLUE's judgment, and that conclusions were independently reached.

SELLING LIFE SAVERS

Noble Retains Market by Use Of Advertising

"EVERYBODY KNOWS that a package of Life Savers, so far as contents is concerned, is not worth a nickel," Edward J. Noble, chairman of the board of Life Saver Corp. told the FCC at its hearing on transfer of the BLUE Network to Mr. Noble. Citing letters to him from soldiers overseas which told how the familiar shape and packaging is "like something from home", Mr. Noble asserted that advertising was responsible for the public acceptance of his product.

"We could sell 20 times what we can manufacture without any advertising, but we would not for a moment think of stopping our advertising through these times", said Mr. Noble. "We want to make sure that we have a market left," He added that advertising value is cumulative and that it might take years to get back the business which could be lost if their advertising were stopped.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

RADIO PROVES ITS ABILITY TO EASE WARTIME LABOR SHORTAGES

As manpower shortages become increasingly acute, radio is coming more and more into the picture as a powerful tool for recruiting the thousands of new war workers needed to back our growing offensive. Here are just a few examples—typical of hundreds from coast to coast.

WHFC, Cicero, Ill., planned a series of 15 minute broadcasts, aired at 8:00 A.M., 12:30 noon and 6:30 P.M. daily, in which a number of local war plants participated — at first with some misgivings. Misgivings vanished rapidly as applicants appeared. According to the personnel director of one of the plants, one of the most gratifying points of the campaign has been the high calibre of people secured.

In Dayton, **WHIO** broadcast a series of programs to recruit women war workers. Though radio was not the only medium used, it is felt that the broadcasts played a major role in helping to remove the Dayton area from the War Manpower Commission's number one critical list. Programs were of a personalized nature, featuring on-the-job interviews with women who had taken their places in war work.

In Waterloo, Iowa, **KXEL** tackled the farm labor shortage, working closely with the U. S. Employment Service, triple-A leaders, county agents and extension workers. Acting as a clearing house of information on work to be done and workers available, **KXEL** made a real contribution to the easing of a difficult situation.

In the current nation-wide campaign to enlist many thousands more women in war jobs—both in war production and in other essential activities—the broacasting industry is playing an extremely important part.

Miss Lowe rates high at WWVA

Faced with manpower problems, many stations today are finding a happy answer in womanpower. For example, Miss Margaret Lowe—engineer at **WWVA**, Wheeling, West Va. — who operates the station's Western Electric console like a veteran.

Miss Lowe, a former telephone operator, joined **WWVA** in November, 1942, and quickly learned the ropes. Today she can handle any type of program, can change fuses and tubes, and is now learning to make recordings.

She feels that an engineer's job should no longer be considered a *man's* job only. **WWVA** agrees!

•••—

To Make Men Free!

A series of 13 weekly half-hour programs selling the theme "To Make Men Free," was undertaken by the faculty and students of the Kansas State Teachers College. Object: to sell War Bonds and Stamps.

Orchestras, bands, choruses, soloists, and the staff of **KTSW**, Emporia, worked together to prepare, produce and manage the broadcasts, which were keyed closely to local interests and activities.

Programs originating at **KTSW** were distributed by wire or transcription to seven other stations: **KANS**, Wichita; **KCKN**, Kansas City; **KGGF**, Coffeyville; **KGNO**, Dodge City; **KSAL**, Salina; **KVGB**, Great Bend; **WREN**, Lawrence. With the combined coverage of this Kansas "War Bond Network," listeners were reached in every part of the state. Fine teamwork!

•••—

To make men free, buy all the War Bonds you can—regularly—from now till Victory!

KMBC calls in the Dogs of War

A recent 15 minute broadcast on **KMBC**, Kansas City, resulted in the procurement of 153 dogs for the Army K-9 Korps. Hearing the program, approximately 500 listeners volunteered their dogs for this service, and 153 dogs met breed, age and other requirements. They are now being trained by the Army for various military tasks, such as guarding railroad lines, bridges, war plants and other vital points. Too bad for any Fifth Columnist who meets up with one of these sentries!

•••—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

KROW draws blood in first round

A new program, "Blood Relative"—broadcast by **KROW**, Oakland, Cal. —brought in 17 blood donors in its first 15 minute period. On the air Monday through Friday, this program is one of many that are helping to save the lives of our wounded fighting men.

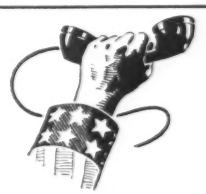
•••—

WNAX aids farmers

Serving a vast farm audience, **WNAX**, Sioux City-Yankton, broadcasts from the tallest tower in America — devotes its attention to helping the farmer meet the world-wide need for food. **WNAX** sends its farm director into an average of three homes a day transcribing actual stories of how farmers have met labor shortages, overcome implement difficulties, increased production. These programs have been an inspiration to listeners.

Let's talk about YOU!

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.



Directing Arm of Combat

In modern battle, our fighting units may be many miles apart. Yet every unit, every movement, is closely knit into the whole scheme of combat—through communications. Much of this equipment is being made by Western Electric: radio command sets for planes, tanks, PT boats—field telephones, wire, switchboards —P.A. equipment for ships and air fields—are delivering fighting words on every front.

•••—

Be Careful!

In an effort to maintain a high standard of self-censorship in the interest of national security, **KVOO**, Tulsa, has put up poster warnings in its studios and waiting rooms to warn against improper release of information. The poster warns especially against ad lib slips which can be made so easily on guest, quiz or audience participation programs—gives a list of taboo subjects.

Fly Denies Cross-Examination Right To Flamm's Attorney at Blue Hearing

EFFORTS of Philip Handelman, New York attorney with the firm of Handelman and Ives, to participate in the hearing on the sale of the BLUE Network by RCA to Edward J. Noble were frustrated by Chairman Fly last Monday because of the pendency of litigation by Donald Flamm, Mr. Handelman's client, against Mr. Noble.

When Mr. Handelman sought the right to cross-examine Mr. Noble, Mr. Fly interrupted to read a ruling prepared in advance denying him that right. He promptly called a 10 minute recess. Mr. Handelman, during the recess, prepared a statement expressing his agreement with the Chairman's views that the Flamm case should not be tried at the hearing. He said he would not appear for Mr. Flamm in this proceeding but merely as a member of the bar and "a representative of the public interest solely on the question of the fitness of Mr. Noble to head a network.

Handelman's Reply

"In the course of my investigation of Mr. Noble, I have come upon many things which reflect upon the question of his fitness. Some of these are the property of Mr. Flamm now privileged to him. On the other hand, some of the information which Mr. Noble himself advanced to the Commission today as to his fitness is a matter of which I have knowledge and which are matters of public record, and as to these matters I desire to direct several questions to Mr. Noble, and only upon the subject of his fitness."

Chairman Fly tentatively ruled that the right of cross-examination would be denied, particularly since Mr. Noble had been excused as a witness. He said the Commission would later render a formal opinion to Mr. Handelman.

Following is the text of Mr. Fly's statement initially refusing Mr. Handelman the right to cross examination:

Donald Flamm has not moved to intervene as a party in this proceeding; for that matter, it is not at all clear how Flamm could have either a legal or material interest in the outcome of the present proceeding. In these circumstances, the question as to whether or not Flamm shall be permitted to introduce testimony or cross-examine witnesses is one addressed to the discretion of the Commission.

During December and January of 1940-1941, charges of coercion and improper influence were made in regard to the negotiation of the contract between Flamm and Noble for the sale and purchase of Station WMCA. With these charges still outstanding, Flamm petitioned the Commission to withdraw the consent to the transfer of Station WMCA which the Commission had granted pursuant to Flamm's application. The Commission at no time having required Flamm to convey the Station left its consent outstanding. Thereafter, Flamm conveyed the Station pursuant to his original contract and in accordance with the proceedings instituted by him before the Commission.

After two and one-half years, Flamm has recently brought a bill in equity against Noble in the Supreme Court of New York County wherein he seeks a recision of the original transfer of Station WMCA on the same ground of coercion and improper influence in negotiating the contract. Various preliminary moves have been made in that litigation and the matter is presently pending in the Supreme Court of New York County awaiting trial on the merits.

It would seem that under all of the foregoing circumstances, evidence to be adduced on the bill in equity regarding Station WMCA could hardly have a material bearing upon the present application of Noble to acquire the stock of the Blue Network, Inc.

Finally, the Commission feels that it must not assume the authority to try in this proceeding and in a purely collateral manner the issues now pending before the Supreme Court of New York County. Accordingly, the Commission will not permit Flamm to adduce testimony in the present proexceeding.

FM Walkie-Talkies

AN IMPROVED model of "Walkie-Talkie" portable radio set, with a range triple that of the old type and improved clarity due to use of frequency modulation, is now being supplied combat troops, according to the War Dept. The new "Walkie-Talkie" also has an improved superheterodyne instead of the old type super-regenerative receiver, facilitating use of two or more sets on the same frequency for intercommunication. A gooseneck antenna, in addition to the standard verticle, is provided for operation in a prone position or in a slit trench. Life of batteries is prolonged by use of miniature tubes.

Globe Grain Adding

GLOBE GRAIN & MILLING Co., Los Angeles (Globe A-1 flour), on Oct. 4 starts for 26 weeks using one-minute transcribed and chain-break announcements several times daily on California stations. Schedule is now being worked out. List includes KNX KFI KECA KPO KGO KQW. Others will be added. Agency is McCann-Erickson, Los Angeles. Virginia Clegg is account executive.

My-T-Fine Placing

PENICK & FORD, New York has started sponsoring a series of six five-minute newscasts weekly on WQXR New York and other stations, to promote My-T-Fine desserts. No further details have been released concerning the firm's annual campaign for this season. Last year, a schedule of 27 stations was used. Agency is BBDO, New York.

Chicago Schools on FM

BEGINNING Sept. 20, Chicago public schools will operate a full-time FM station, WBEZ, for 3½ program hours daily. The American Medical Assn., the Chicago radio section of the China News Service, the East and West Association, WRUL Boston, war agencies and local stations cooperate with the classroom group's radio experiments.

ANNOUNCING the amount of the KDKA Pittsburgh draft for the purchase of $50,000 in War Bonds is m.c. Tom Price, at the noon time rally broadcast from one of Pittsburgh's busy downtown intersections. Standing beside him are (l to r) Robert McClintic, vice-chairman, Pennsylvania War Finance Committee, and Joseph E. Baudino, KDKA general manager.

Morrell Dog Shows on Two Nets Starting Oct. 2

JOHN MORRELL & Co., Ottumwa, Ia., will have similar programs running on two different networks starting Oct. 2 when *Bob Becker's Pet Parade* begins on NBC in the Saturday 10:45-11 a.m. period in behalf of Red Heart 3-Flavor dog food. The company will begin *Bob Becker Chats About Dogs* on CBS Sept. 30, Thursday, 6:15-6:30 p.m.

Bob Becker has discussed dogs on the radio for the past 12 years, and has conducted a newspaper column on the subject for 20 years. Format of the NBC program will alternate between dramatizations and a question-and-answer box. Guest experts will participate on each broadcast, the first to be Gerald Murphy, head of the Chicago office of Dogs for Defense. Agency is Henri, Hurst & MacDonald, Chicago.

Grove on WGN

GROVE LABS., St. Louis (cold tablets) beginning Oct. 9 will sponsor a quarter-hour dramatic series, Saturdays on WGN Chicago, for 26 weeks. Since Sept. 6 Groves has sponsored Boake Carter's quarter hour news analysis (cold tablets), Tuesdays and Thursdays on WGN, and since Sept. 7 has sponsored a 10-minute portion of *Record Reveille* (A. B[1] & D. vitamins) on WGN Mondays through Saturdays. Each of the latter is for 26 weeks. Agency is Russel M. Seeds Co., Chicago.

Sterling Renews 4

STERLING DRUG Co., New York, has renewed four of its quarter-hour serials, on NBC 4 to 5 p.m. Renewed are: *Backstage Wife* on 60 stations at 4 p.m. for Haley's M O and Dr. Lyon's Tooth Paste, followed successively by *Stella Dallas* for Phillips Creams, Milk of Magnesia and Tablets; *Lorenzo Jones* for Bayer Aspirin; and *Young Widder Brown* for Phillips Milk of Magnesia, Tablets, Tooth Paste and Powder. The latter three programs are heard on a 56-station hook-up. Agency is Blackett-Sample-Hummert, New York.

FCC INVESTIGATES RACE WIRE SERVICE

TO CONSERVE critical materials and skilled personnel and to improve the speed and quality of telegraph service, the FCC last week ordered an immediate investigation of telegraph and telephone facilities leased for such non-essential uses as the dissemination of race-track information for gambling purposes.

Western Union has over 12,000 miles of circuits leased for racing information, it was learned from testimony presented in hearings on the merger application of Western Union and Postal Telegraph, and critical materials and skilled personnel are required to install, maintain and disconnect these facilities. The inquiry is not directed toward use of wire facilities for transmission of racing information in the business of informing the general public.

The FCC is charged under a Board of War Communications order with formulation of principles for regulating the leasing of telegraph circuits during the war period and of recommending the closure of unnecessary circuits.

Georgia Hearing

APPLICATION of WGPC Albany, Ga., to move to West Point, Ga. and change frequency from 1450 to 1490 kc was designated by the FCC last week for hearing jointly with the application of Valley Broadcasting Co., West Point, for a construction permit for a new station at West Point. Valley Broadcasting Co. is a partnership of L. J. Duncan, Leila A. Duncan, Josephine A. Rawls and Effie H. Allen, who are asking for the 1490 kc frequency with 250 watts unlimited [BROADCASTING, Sept. 13]. Valley Broadcasting Co. licensee of WDAK, was granted a construction permit last June to move WDAK from West Point to nearby Columbus on the ground that the West Point operation was not profitable.

Ironized Yeast Change

IRONIZED YEAST Co., Atlanta, sponsor of the *Lights Out* mystery series on CBS, on Oct. 5 is replacing it with *Big Town*, which Lever Bros., Cambridge, sponsored for a number of years with Edward G. Robinson in the lead role. According to Ruthrauff & Ryan, New York, Robinson will not be the star of the new series. Time is Tuesday evenings, 8-8:30, on 116 CBS stations.

New Canadian Calls

CKRC and CKRM are new call letters for CJRC Winnipeg and CJRM Regina, respectively, going into effect Oct. 1. Change in call letters follows change of ownership of the stations three years ago from the James Richardson interests to those of the Sifton newspaper group in western Canada.

JOHN GUNTHER has resumed his regular *Where Do We Stand* broadcasts with John W. Vandercook on the BLUE after returning from the European and North African war zones, where he represented the combined American press.

XUM

The one real "Dish" in Northwestern Ohio and Southern Michigan—planned especially to satisfy a Time Buyer's appetite.

Yes—when you use WSPD you can depend upon it that your client will get the best—for there's no ceiling on service and showmanship isn't rationed. Top NBC shows—and 22 years of service in this rich market—offer a combination hard to beat.

WSPD
5,000 WATTS
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

The Voice of Toledo

Nationally Represented By
THE KATZ AGENCY

Ration Book No. 4 'Sold' by OWI War Messages Scheduled for Week of Oct. 18

SMOOTH and complete registration for Ration Book No. 4 during the last 10 days of October, is the objective of the latest campaign in the war message schedule of OWI. It will be a feature of the Station Announcement plan for the week of Oct. 18 (see table), but the announcements will be live, rather than transcribed, and will be supplied by OWI Stations Relations deputy chiefs to those stations which will agree to carry them. These announcements will vary because the registration dates are not the same in all states.

The material on Ration Book No. 4 will explain the plan for use of tokens as ration currency to make change for the red and blue stamps in the book. There will be 48 stamps per page and the book is good for 96 weeks. Green point stamps and black "unit" and "spare" stamps are included.

Because of the interest of both consumers and merchants in the plans for Ration Book 4, it is expected that a large number of stations will accept the announcements.

Subjects Listed

The accompanying table lists all the subjects to be featured on the regular allocation schedule of the OWI Network, Station Announcement and National Spot plans. By consulting the table, any station can determine what war messages it is scheduled to broadcast the week of Oct. 18. Terms "KW" and "OI", used in table, refer to station groups or "networks" set up by the OWI to avoid the sending of identical material to all stations. Originally OWI divided stations into four national mailing lists, approximately equal in coverage, designated K, W, O and I. Lists have since been combined as two.

As in the week of Oct. 11, the announcement schedule for the week of Oct. 18 lists no spots for sale to sponsors, but offers such material of interest to those sponsors who like to include certain types of war messages in their programs.

"National War Fund" announcements, supplied live, like the ration book spots, are scheduled on both KW and OI stations, as well as on the Network Allocation plan, as in the preceding week [BROADCASTING, Sept. 20, p. 24]. National War Fund is the joint effort of 17 national relief and service organizations and hundreds of local community relief agencies to raise funds for their varied charity and relief projects.

Can Salvage Spots

"Hold Prices Down," featured live on the National Spot Plan for the week of Oct. 11, goes on the Network and Station Announcement Plans for the week of the 18th. On both OI and KW discs, the transcribed announcements will describe the government's seven-point program to hold prices in check. The fact that signs indicate the "line" is being held is used as a springboard to urge listeners to join in the war against inflation.

"Stick to Your War Job," on all KW and OI stations the preceding week, is switched to the National Spot Plan in the form of live announcements for the week of Oct. 18.

"Careless Talk" is the subject of a number of National Spot transcriptions for the week, and "Tin Can Salvage" is added to the Net-Work Plan and to the schedule of transcribed announcements for both KW and OI independent stations. Thus, affiliates will get the announcements over their network wires, while independents get them from records.

"Tin Can Salvage" is revived because collections are running about 50% below the goal set by WPB for 1943. Cans are urgently needed as a source of supply for tin, copper and scrap steel for the war effort. The goal is a continuous flow from kitchen to smelter at the rate of 480,000 tons of cans per year.

OFFICIAL weather forecasts authorized for the air were broadcast every half hour by WNOE New Orleans during the Sept. 17-19 period when warnings of an approaching hurricane were being posted.

OWI PACKET, WEEK OCT. 18

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 11. Sell the spots officially designated for sponsorship (none this week). Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

WAR MESSAGE	STATION ANNOUNCEMENTS: NETWORK PLAN	Group KW: Aff.	Group KW: Ind.	Group OI: Aff.	Group OI: Ind.	NAT. SPOT PLAN: Live	NAT. SPOT PLAN: Trans.
National War Fund*	X	X	X	X	X		
Hold Prices Down	X	X	X	X	X		
Tin Can Salvage	X		X		X		
Stick to Your War Job						X	
Careless Talk							X
Ration Book No. 4**		X	X	X	X		

*These station announcements will not be recorded but will be supplied live to each station by local representatives of the National War Fund.
**These extra live announcements will be supplied by Station Relations deputy chiefs to those stations which agree to carry them. The announcements vary according to states because the registration dates are not the same in all states.
See OWI Schedule of War Messages No. 78 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

RENEWAL of KYW *Musical Clock* program for the fifth consecutive year called for a meeting around the festive board of store managers of sponsoring Bond Clothes, Philadelphia, officials of KYW, and agency heads. Seated, are: (l to r): Horace Hagedorn, NBC spot sales; Vince Coyle, John Corcorhan, Herman Verbit and Harry Barke, managers of Bond stores; Bill Rogow, of Neff-Rogow, New York, agency handling the account; and Al Petrie, Philadelphia manager for the sponsor. Standing are: B. A. McDonald, sales manager of Westinghouse Radio Stations; Jack deRussy, sales manager of KYW; Harvey McCall, of the KYW sales staff; Lee B. Wailes, general manager of Westinghouse Radio; Leroy Miller, conductor of the *Musical Clock* program; Harold Coulter, sales promotion manager; Leslie W. Joy, general manager; Hal Lamb, of the sales staff; Jim Begley, program director, and Chick Kelly, publicity director, all of the Philadelphia station.

WAR FUND RADIO COMMITTEE NAMED

INDUSTRY support in the National War Fund campaign is indicated in part by the list of industry members on the radio committee. They are: Neville Miller, NAB president, chairman of the committee; Burridge Butler, WLS Chicago; Martin Campbell, WFAA Dallas; Carl M. Everson, WHKC Columbus, O.; Leo Fitzpatrick, WJR Detroit; Clarence T. Hagman, WTCN Minneapolis; Wiley P. Harris, WJDX Jackson, Miss.; Harold A. Lafount, Atlantic Coast Network; Miller McClintock, MBS president; Clair McCollough, WGAL Lancaster; Paul W. Morency, WTIC Hartford; William S. Paley, CBS president; Eugene Pulliam, WIRE Indianapolis; Harry Spence, KXRO Aberdeen; Maj. E. M. Stoer, Hearst Radio, New York; Niles Trammell, NBC president; Lee B. Wailes, KYW Philadelphia; Lewis Allen Weiss, Don Lee Network; Arthur Westlund, KRE Berkeley; Mark Woods, BLUE president; Ed Yocum, KGHL Billings.

Radio Advertising Committee consists of Joseph R. Busk, Ted Bates Inc., chairman; Hubbell Robinson, Young & Rubicam; Cadwell S. Swanson, J. Walter Thompson; S. Heagen Bayles, Ruthrauff & Ryan; Harold Wengler, H. M. Kiesewetter Agency; Maurice H. Bent, Blackett-Sample-Hummert.

NAB Training Plan

TRAINING PLAN for women seeking technical operating positions in broadcasting stations is being worked out by the NAB, with a course of instruction in the offing provided enough eligible students apply. A bulletin prepared by Howard S. Frazier, NAB director of engineering, is being sent to those who have inquired of the NAB concerning technical jobs for women in broadcasting. The course would be directed by the RCA Institutes Inc. Classes would be conducted in the studios of the major networks in New York.

Fidler Statement Brings Ban by Warner on Blue

BAN forbidding guest appearances of Warner Bros. players on BLUE sponsored programs was clamped down following Jimmy Fidler's broadcast on Sept. 12, in which he allegedly criticized appearance of servicemen in the play and film "This Is the Army". Fidler asked the question, "Wouldn't it save a few fathers from draft if ex-actors now in uniform were sent to battlefields instead of to New York and Hollywood?"

The film studio has demanded apology from both Fidler and BLUE to the Army Emergency Relief Fund, Army men appearing in the film, and Warner Bros. Don E. Gilman, BLUE Western division vice-president, supporting the commentator, has also received a letter from S. Charles Enfield, publicity-advertising director of Warner Bros. asking for network time to refute the attack. Army Relief Fund executives have reportedly declared that if the BLUE agrees to the request, they will make available many of the AERF beneficiaries for the program.

'Monitor' on WMCA

WHEN Mutual starts its *Christian Science Monitor* newscasts [BROADCASTING, Sept. 13], New York listeners will hear the Monday through Friday 6:30-6:45 p.m. programs on WMCA, instead of on WOR, MBS New York station. Ostensible cause of this shift in outlets is WOR's previous commitment for Frank Singiser's news program at 6:30 p.m. on week nights under alternate sponsorship of Consolidated Cigar Corp. and B. C. Remedy Co.

Mutual stated the series would not be available for local sponsorship during the first 60 days starting Sept. 20.

SOCIETY of Motion Picture Engineers will hold its 54th semi-annual technical conference at the Hollywood-Roosevelt Hotel, Hollywood, Cal., Oct. 18-22.

plan *effective* September 26, 1943

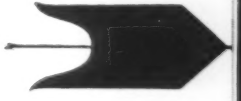
On September 25 and 26 the stations of the Columbia Network, acting in planned synchronization, open, in more than 119 cities of the United States, the most formidable, realistic and aggressive campaign of program-promotion ever undertaken in the history of radio. The purpose of this report is to advise you of its strategy and tactics.

STRATEGY: To notify the American public in certain terms, as the curtain rises on the 1943-44 fall and winter season of Columbia Network programs, of the specific offerings of the greatest pageant of entertainment, instruction, music and comedy ever broadcast by any network—and thus steadily to broaden their audiences.

TACTICS: The "arms" to be used in coordination are, in the order of their relative emphasis:

1. RADIO 2. NEWSPAPERS 3. TRANSPORTATION ADVERTISING 4. POSTERS 5. DIRECT MAIL 6. PERSONAL CONTACT 7. BROCHURES

Let us examine the tactical plan for each in detail:



1 by RADIO . . . . . .

CBS Stations plan to broadcast upwards of 50,000 Special Announcements, each of which invites the entire listening audience to hearken to a specific forthcoming program. What astronomical total of listeners will be reached by these announcements, no man dare say exactly, but shall we say millions on millions?

. . . . PLUS upwards of 75,000 Special Star Invitations broadcast by the artists themselves who participate in the CBS Network programs, and who have made special recordings for this purpose. Again there can be no exact prediction of the millions reached by these Star Recordings, but only a deaf hermit can fail to hear them!

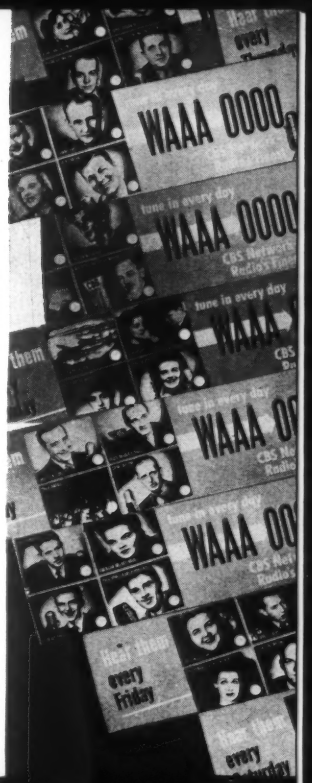
XUM

2 by NEWSPAPERS . .

CBS Stations will open their campaign with a full-page, and continue regular advertising using every major newspaper in every station-city on a strong schedule (reaching a total daily circulation exceeding 12,000,000 ABC Net Paid), promoting every full-network program, every broadcasting day.

3 by TRANSPORTATION ADVERTISING . . . . . .

CBS Stations (in every station-city in which transportation advertising is available) will use car cards in color (mostly giants, 11 x 42 ins.), bearing photographs of the principals of full-network programs every broadcasting day, to a monthly total of riders exceeding 860 millions.



4 by POSTERS . . . . .

CBS Stations are now posting throughout their communities upwards of 65,000 posters inviting listening to all full-network CBS programs—each poster measuring 26½ x 40 inches, printed in color. Over 25 of the subjects were drawn by James Montgomery Flagg; others by artists equally competent in capturing the spirit of other programs.

XUM

5 by DIRECT MAIL . .

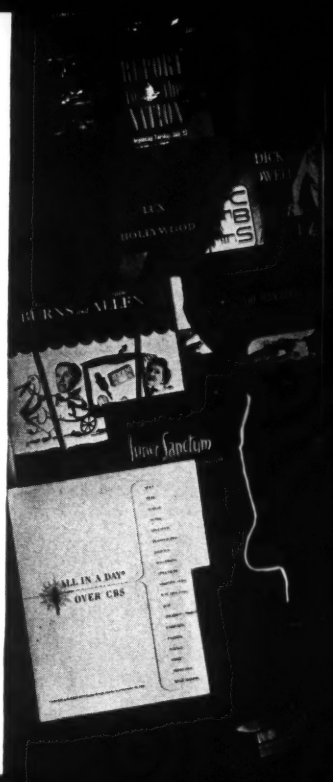
CBS Stations are issuing skilful and detailed direct mail information, including well over 500,000 unusually effective post cards concerning the "Forward March" to those affected in their communities, to the total of millions of additional circulation. Clients and agencies are planning to use this material for their dealers, as well.

6 by PERSONAL CONTACT . . . . . .

CBS Station Managers, in close contact with the civic leaders and the mercantile customers and representatives of their CBS Network Clients, have advised them of the "Forward March" and (as we go to press) are working 24 hours a day to cooperate with them.

7 by BROCHURES . .

These brochures, booklets, and envelopes are designed to give full program information to CBS stations, and to present a comprehensive program promotion plan with the material to carry it out. Over 90 programs will be promoted this Fall... by CBS stations using their material with consummate skill.



effective .... in every CBS city coast to coast!

This is CBS... THE COLUMBIA BROADCASTING SYSTEM

XUM

We'll keep going as long as the postman does...

FIVE years ago, the *Country Journal* went on the KMOX air. It was written for the 500,000 farm people in our 78 county primary area.

The show began to break all-time mail records. And it should have. It is built around personalities who are record-breakers. For instance:

Pappy Cheshire and his Hillbilly Champions: They have received over 250,000 pieces of mail since they started singing their way down the KMOX air lanes.

Charles Stookey, KMOX and CBS Farm Reporter: A while back he got 80,000 letters from farmers in 1 month.

Cousin Emmy and Her Kinfolk: A few months ago, when they offered their pictures, 16,354 letters came in four weeks.

Sponsors get the same kind of response. Kerr Glass offered canning advice to those who wrote in. A thousand letters a week asked for it.

There are two basic reasons for this consistent record: *First*—KMOX has long been the favorite station for rural Mid-America (as it is for urban St. Louis). Folks listen, believe, *respond.*

Second—the *Country Journal* is the kind of program that *sparks* response. Good entertainment. (So good that Pappy regularly takes time off for making pictures in Hollywood). Good service. (Charles Stookey has won nationwide recognition for his farm reporting—on KMOX and, coast to coast, on CBS). Good timing. (The Country Journal uses news from AP, UP, CBS, PA—to bring to our listeners the first news of the day—an hour and a half before any other St. Louis station broadcasts the news!)

The KMOX *Country Journal* is on the air every weekday morning from 5:30 to 7:00 a.m. Through these ninety minutes the *Country Journal* brings to KMOX more rural listeners than are tuned to all other St. Louis stations *combined.* Participations are not only desirable but available. Ask us or Radio Sales.

KMOX
The Voice of ST. LOUIS
50,000 watts
COLUMBIA OWNED
CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

XUM

Personal NOTES

MURRY BROPHY, who resigned Sept. 1 as chief of the Communications Facilities Division of the OWI Overseas Branch because of ill health, has entered the Massachusetts General Hospital, Boston, to undergo an operation. He was vice-president of the Columbia West Coast Artists' Bureau before joining the war effort.

M. A. GANDASEGUI, president of the Panama Broadcasting System of the Republic of Panama, has arrived in New York for a several weeks visit and business trip.

HERBERT RICE, for the past 14 years program director and production manager of WGR and WKBW Buffalo, N. Y., has been appointed special assistant on production and sales to Linus Travers executive vice president for the Yankee Network and WNAC Boston. Robert Martineau has joined the staff of the Yankee Network as supervisor and coordinator of local sales for WICC WEAN WAAB. He was formerly manager of the commercial department of WTHT Hartford, Conn.

GWILYM A. PRICE of Pittsburgh, former president of the Peoples-Pittsburgh Trust Co., has been elected a vice-president of the Westinghouse Electric & Manufacturing Co., Pittsburgh. His responsibilites will include settlement of war contracts.

GILES ZWAHLEN, account executive for WTOL Toledo, has left to join Allan H. Miller Productions.

Rathbun for Welch

JACK RATHBUN, program director of WJHP Jacksonville, Fla., has been named to succeed Irving F. Welch as general manager of WCOA Pensacola, Fla. Mr. Welch resigned the managership effective Sept. 15 and remains at the station at least through Sept. 30.

LAWRENCE HAMMOND has resigned from the special events department of the Office of the Coordinator of Inter-American Affairs. Mr. Hammond was formerly radio director of the War Manpower Commission.

DR. J. S. THOMSON, retiring general manager of the Canadian Broadcasting Corp., was tendered a farewell dinner by the CBC Board of Governors at Ottawa on Sept. 18.

HOWARD CLARK has been appointed manager of CJRL Kenora, Ont., to succeed Gerald Bourke. Clark was formerly with the Stovin & Wright, station representatives, Winnipeg, and prior to that with CKX Brandon and CKSO Sudbury, Ont.

JOHN M. WEHRHEIM, assistant auditor for the NBC central division, is the father of a girl born Sept. 12.

ROBERT A. CATHERWOOD, former general manager of WWRL, Woodside, N. Y., and prior to that on the sales staff of WOR New York, has joined the spot sales staff of the BLUE. He has been honorably discharged from the Army.

IRWIN COWPER of the WTIC Hartford, Conn., sales department, has been promoted to assistant sales manager. He has been with WTIC since 1933.

CRAIG MAUDSLEY, former member of the sales and production staffs of WIND Gary, and previously in charge of radio for several Baltimore agencies, has been named sales manager of WAIT Chicago.

JAMES G. BENNETT, BLUE salesman, recently became the father of a girl.

DEWEY LONG, formerly head of the Chicago office of WLW Cincinnati, was in Chicago recently on business relating to his new post as general manager of WELI New Haven.

DANIEL A. ORTH Jr., formerly Illinois branch manager of the Allstate Insurance Co. has joined the sales staff of MBS in Chicago.

MORT SILVERMAN, commercial manager of WEIM Fitchburg, Mass., is the father of a girl.

PFC. JAMES E. BURKE Jr., first director of K49KC Kansas City, now stationed at Scott Field, Ill., on Oct. 1 joins the Army Air Forces show in New York to begin rehearsals.

Clipp Names Caskey

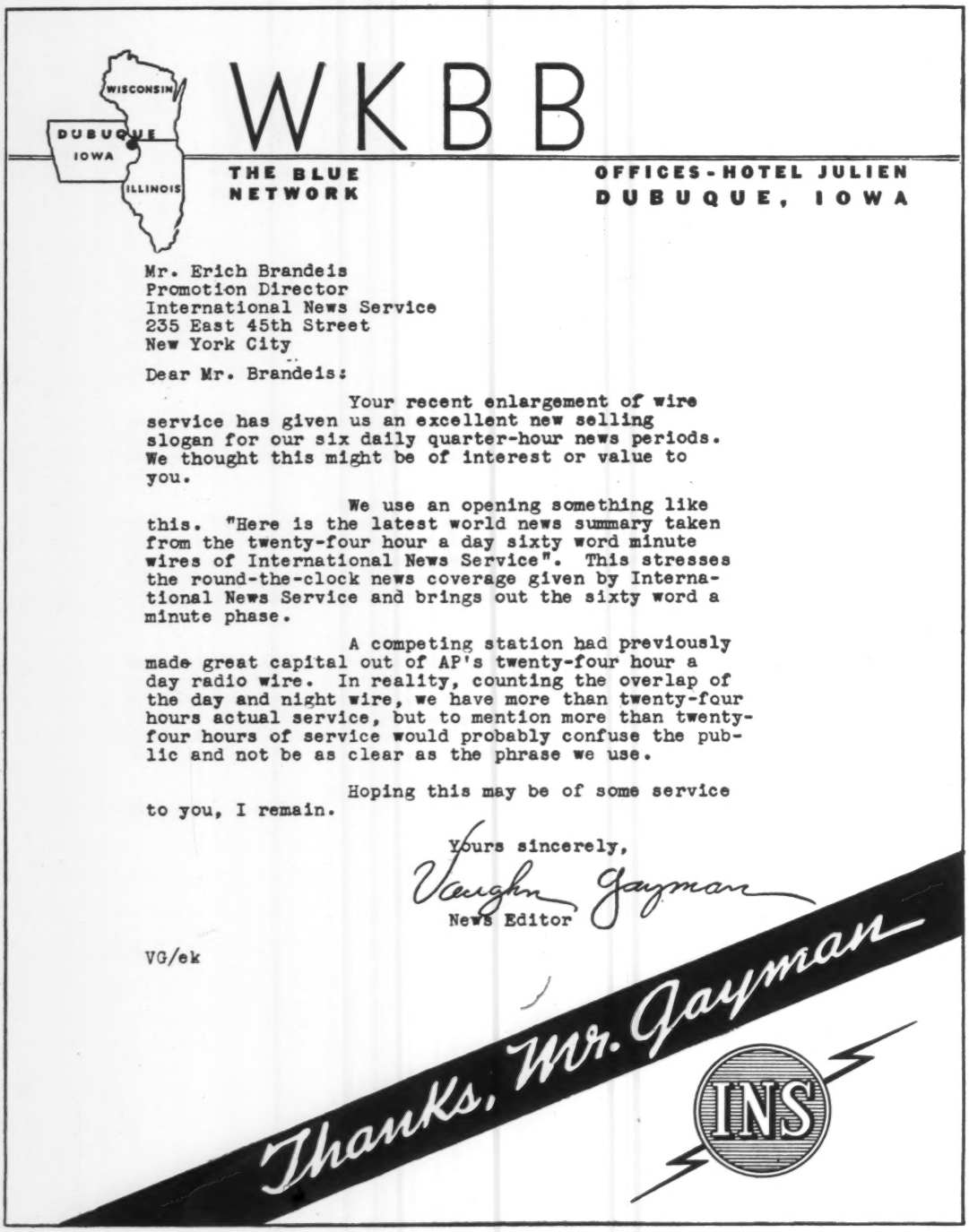
ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, announces promotion of William B. Caskey, from business manager and promotion director to assistant station manager. The move is designed to relieve some of the extra burden placed on Clipp's shoulders as a result of President Samuel R. Rosenbaum's leave of absence to join the AMG. To the post vacated by Caskey comes Ted. R. Oberfelder in the position of promotion director, a post he held previously at WCAU Philadelphia.

KGHL Staff Shifts

KGHL Billings, Mont., announces several staff changes. Virginia Braunberger becomes assistant manager and continues with the supervision of program assignments. Dorothy Morris is now head of the promotion and publicity section and Mrs. Julia Bell returns to take charge of traffic. Chief announcer is Franz Robischon, while Ed Cooney, formerly in that position, awaits naval assignment. Edmund Kasser is a new member of the announcing staff. Harry Turner is musical director.

John Larson

JOHN LARSON, former NBC Chicago engineer, drowned Sept. 14 while swimming near his home, Lavalette, N. J. Funeral was held Sept. 20 at Princeton, N. J.


WISCONSIN
DUBUQUE
IOWA
ILLINOIS
WKBB
THE BLUE NETWORK
OFFICES - HOTEL JULIEN
DUBUQUE, IOWA
Mr. Erich Brandeis
Promotion Director
International News Service
235 East 45th Street
New York City
Dear Mr. Brandeis:
Your recent enlargement of wire service has given us an excellent new selling slogan for our six daily quarter-hour news periods. We thought this might be of interest or value to you.
We use an opening something like this. "Here is the latest world news summary taken from the twenty-four hour a day sixty word minute wires of International News Service". This stresses the round-the-clock news coverage given by International News Service and brings out the sixty word a minute phase.
A competing station had previously made great capital out of AP's twenty-four hour a day radio wire. In reality, counting the overlap of the day and night wire, we have more than twenty-four hours actual service, but to mention more than twenty-four hours of service would probably confuse the public and not be as clear as the phrase we use.
Hoping this may be of some service to you, I remain.
Yours sincerely,
Vaughn Gayman
News Editor
VG/ek
Thanks, Mr. Gayman
INS

BUFFALO BILL NEVER SHOT A BUFFALO!* —

AND— NO ADVERTISER EVER BAGGED THE GRAND RAPIDS-KALAMAZOO AREA FROM CHICAGO OR DETROIT!

All your life you've thought Buffalo Bill shot hundreds of Buffaloes—and probably all your *radio* life, you've thought you could cover Western Michigan from some big Chicago or Detroit radio station.

Sorry—but on both counts, you've been *wrong!*

Western Michigan is covered by only one radio station in the world—WKZO. Others can reasonably claim small segments, but *only* WKZO does a complete job. And the cost is so low that any fair-sized advertiser can add WKZO to his list without difficulty . . . Want all the facts? Telephone Free & Peters—or write us direct!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**Want to know the reason for this—and for WKZO's unique position, too? Write!*

XUM

WBAL

means

in

XUM

business in Baltimore*

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Plane and Shipbuilding Center
- A Great Port with a Great Future
- Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Thou Shalt Not Covet

THE CURTAIN has rung down on Act 2 of the newest radio regulatory extravaganza now showing in Washington. Or is it a travesty?

The FCC has wound up its public hearing on the sale of the BLUE Network to Edward J. Noble, who meanwhile has contracted to sell his WMCA to Nathan Straus of New York. But the hearing record is being kept open until Mr. Noble supplies the FCC with a "statement of policy" on what FCC Chairman Fly calls the "mechanism of free speech".

It is clearly evident that the Commission will approve the $8,000,000 transaction. It can't very well do otherwise. But it is driving a bargain. It wants Mr. Noble to commit himself on such matters as the sale of time for the discussion of controversial issues—time that now is freely given away. It wants him to agree to sell time to labor unions and cooperatives for membership drives and for the spread of ideologies and creeds. It wants to put the dollar sign on radio.

It really doesn't matter what Mr. Noble says. Under the Commission's own rules he can't commit the stations on the BLUE Network he proposes to acquire. He can't commit the other three networks. And whatever he says won't make much difference anyway in the result. The Commission, in its opinion approving the transfer of the three BLUE-owned stations, can be expected to vent a blistering criticism of industry policies on sale of time and of the NAB Code of Ethics because the Code deprecates sale of time for controversial issues, and for membership drives.

All this grows out of the Supreme Court opinion of last May 10 assigning to the FCC the control of the "composition of the traffic". The Commission majority, of which Chairman Fly is the spokesman, covets that authority.

If the Fly philosophy—heartily concurred in by Commissioners Durr and Walker and perhaps inferentially by Commissioner Wakefield—were adhered to, the air would be filled with pleadings for special causes. Those with the most money would monopolize the ether. The public wouldn't tolerate that sort of radio.

What our free-thinking, liberal zealots fail to understand is that the radio audience—practically the entire nation—was not built by the FCC or its predecessor, or those who run the labor unions or big business, or the geniuses who devised the spectrum allocation. Rather it was built by the broadcasters. They built the programs and were sensitive to the wishes of the people. Radio must present a balanced programming structure, not a babble of voices preaching, shouting or lobbying.

Let's take a hypothetical case of the "free and easy" time theory advanced during the BLUE hearing, since several members of the Commission tried it. There's the prohibition issue. Could the Anti-Saloon League, on a paid-time basis, cope with the nation's distillers? Radio doesn't sell the distillers on a network basis today because liquor itself constitutes a controversial issue.

What, for example, would this corruption of what is called "free speech" do in the case of a Father Coughlin? It would give him as many networks as he could buy—the test would be the dollar sign, nothing else.

Whatever may be said of the NAB, certainly the provisions of its code are sound on these very issues now trotted out by the FCC majority. Mr. Noble and Mark Woods, BLUE president, were sound in adhering to the basic concepts that time should not be sold for controversial issues or for the exploitation of membership campaigns, as against products.

All this adds up to one thing. The Supreme Court challenge to Congress must be met this year, lest it become the permanent law. The BLUE hearing is a harbinger of what's ahead.

We suggest that the subject is of sufficient importance to warrant prompt consideration by the Congressional leadership identified with radio legislation. We should like to see a conference of Chairman Wheeler, of the Senate Interstate Commerce Committee; Chairman Lea of the House Interstate & Foreign Commerce Committee; Chairman Cox of the House Select Committee investigating the FCC; Senator White and Rep. Holmes, as authors of pending radio bills, to settle procedure.

There isn't any doubt, except in the mind of the FCC majority, about the need for a clear expression from Congress. This group should express itself as to the Congressional plan for consideration of legislation before the FCC embarks upon control of "the composition of the traffic" and cripples free American radio —freest and best in the world.

Parasite Lost

FOR YEARS the notion has been prevalent that broadcasters would rather fight than partake of the finer things—with everyone except their clients. That results can be accomplished through a meeting of the minds is evidenced by the CBS action to eliminate cow-catcher and hitch-hiker announcements—a parasitic growth which fed upon radio's refusal to say "no".

The CBS action didn't just happen. A number of broadcasters got up on their hind legs about it. Resolutions were adopted condemning the practice. Bill Way of KVOO, Tulsa, spent time, effort and money to start the movement, in the interest of having radio run its own business. The speed with which CBS has acted is in keeping with the policy enunciated by its President William S. Paley at the last NAB convention that radio must retrieve its full independence.

Shifting to a somewhat different practice, complaints have been heard over the years about the kind of copy used by American Tobacco Co. Way back, when it put Cremo cigars on the air, it talked about "spit". It's more recent "Best Tunes of all Come from Carnegie Hall" grated on a nation's nerves. Now it's the constant repetition "LS-MST", whatever that means.

Mr. George Washington Hill, of American Tobacco, advertising genius that he is, apparently feels he doesn't care what his company is called, just so there's talk about his products. He has worked the constant repetition theme to a fare-thee-well.

But is it good radio?

Our Respects To —

COL. HARRY CONVERSE WILDER

LEADING his battalion through Grand Pre during the great push toward Sedan in World War 1, or leading his Syracuse station WSYR into untrod airways, the command of Col. Harry C. Wilder is always "Forward".

The WSYR president has just proved the success of his watchword by celebrating the 21st anniversary of his station on September 15—and in a most novel manner. Col. Wilder asked for ideas for the celebration, and there was one he especially liked. "Why not," it said, "emphasize the 21 years of WSYR's existence by creating and producing 21 brand new radio shows, one to be broadcast each day for the 21 days leading up to the final anniversary date."

"Why not?" asked the colonel. "Let's get started."

That was on the 22d day before the celebration date, leaving exactly one day in which to "get started". But the staff, electrified for action under Col. Wilder did get started, and on the next day began one of the most ambitious schedules ever undertaken by a radio station staff—21 daily programs, drama, music, human interest features, unique news treatment, and even the first episode of an adventure serial, written, cast and produced entirely within the station.

All led triumphantly up to the hour-long anniversary program. Col. Wilder's father, Mark S. Wilder, founder and vice-president of WSYR, cut the birthday cake and was portrayed in the dramatization of the station's history. Special feature was two shortwave broadcasts from England, from a Syracuse-staffed army hospital, and a Syracuse flying colonel hero veteran of Dieppe, all saying "Happy Birthday".

In the 11 years Col. Wilder has been WSYR president he has developed the station from an obscure 100 watter to the progressive 5,000 watt station of today, always beamed to new ideas, with a "go" signal on continually for personalities that can reach past the microphone to the hearts of listeners.

Born in 1891, Col. Wilder is a graduate of Phillips Exeter and Amherst, 1913. He is also a graduate of the "war years" when he served in four major campaigns overseas.

It was during the advance toward Sedan in 1918 when the 27-year-old major distinguished himself. The Germans were unleashing all they had to stem the push of the Allied Army. Major Wilder and his battalion were in

(*Continued on page 40*)

DAYTON, O.

"Ceiling Unlimited"

DAYTON, OHIO BIRTHPLACE OF AVIATION

★

TEN YEARS OF PROGRESS HAS MADE DAYTON ONE OF AMERICA'S GREAT MARKETS!

★ Dayton's Metropolitan population has in ten years increased 36% from 251,928 to 343,148.

★ In this space of time Dayton has come from the 41st ranking United States city to 39th.

★ Actual survey shows factory pay has risen from $1200-$1800 average to a present day figure of $3600-$5000 per year.

★ Bank clearings have increased 265.5% from $75,245,689 yearly to a total of over $275,000,000 per year.

★ Bank deposits jumped 501.5% from $26,598,515 to $160,000,000 in this same time.

★ Bank debits skyrocketed 281.2% from $432,865,456 to over $1,650,000,000.

★

* All figures compiled by The Dayton Chamber of Commerce.

1943 PAYROLLS WILL EXCEED $410,000,000*

This tremendous payroll is just double that of 1941 . . . typifying Dayton's growth as one of the country's outstanding markets. With this condition existing, the "ceiling is unlimited" when it comes to selling your product . . . and the way to sell it effectively is by using the "Dayton station" WING. . . . The one dominant factor in covering this great expanding market.

BASIC BLUE NETWORK
5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.

Weed and Co. NATIONAL REPRESENTATIVES

In Kansas City

the Swing is to WHB

A HARVEST OF RESULTS awaits smart advertisers who use WHB..."Your Mutual Friend"... in Kansas City. Available *now:* Associated Press News in 5, 10 and 15-minute strips; unique participation shows appealing to women, factory workers, farmers, young people; a few Mutual co-operative programs; some choice spots for minute ETs or chain breaks.

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

Memo

ASK FOR BOOKLET!

Just off the press—comprehensive analysis of the Greater Kansas City market with population and distribution data on western Missouri and eastern Kansas; statistics on mid-west's great new war industries; coverage and market data for WHB and the Kansas State Network. Ask

DON DAVIS

KANSAS CITY • Scarritt Building, HArrison 1161
NEW YORK CITY • 507 Fifth Avenue, VAnderbilt 6-2550
CHICAGO • 333 North Michigan, CENtral 7980
LOS ANGELES • Security Building, MUtual 6660

FREE

Recordings on Sweden Made Available by OWI

TO PROJECT a fuller understanding of Sweden to American audiences, the OWI is making available to stations a series of 13 recordings made under the supervision of OWI outpost representatives under the auspices of the Swedish government. The recordings have been requested by stations in Minnesota, North and South Dakota, and Washington.

The series is the first in a large-scale "exchange" plan being developed by OWI. The agency is already at work on programs in Australia, China, New Zealand, South Africa, Iceland and Turkey. Within the next two or three months, the first of these series will be offered to broadcasters. A limited number of pressings of the Swedish series is available to stations. Requests are being handled by the OWI Station Relations regional offices.

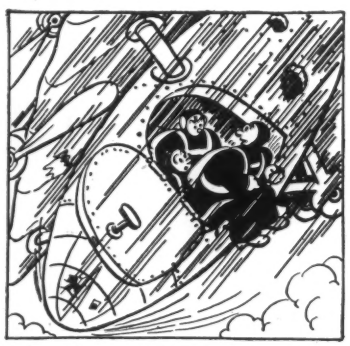
The OWI is also developing two series of programs made in America to be played over Swedish stations.

WCBT Sale Approved

THE FCC last week granted consent to voluntary assignment of the license of WCBT Roanoke Rapids, N. C. from J. Winfield Crew Jr. to WCBT Inc., organized by S. Ellis Crew, W. Lunsferd Crew and J. Winfield Crew, and granted consent to voluntary assignment of KWJB Globe, Ariz., from Bartley T. Sims to Gila Broadcasting Co. for $20,000. Gila is headed by L. F. Long, theater owner of Safford, Ariz., who owns KGLU Safford [BROADCASTING, June 14]. The application of Albert S. and Robert A. Drohlich, a partnership, to sell KDRO to Milton J. Henlein, Philadelphia real estate man, for $27,500, or $36,500 if payments are made in installments, was designated for hearing.

Dick Tracy Aired

LOUIS MELIND Co., Chicago (Justrite Drawing Ink), new to radio, has started sponsorship of the quarter-hour late-afternoon Dick Tracy show Tuesdays and Thursdays on WENR Chicago, in a test campaign. Commercials are slanted for children interested in cartooning, with a Nick Nichols Cartooning Course as a giveaway feature. Agency is Brandt Adv. Co., Chicago.



"Ever listen to 'Watch the World Go By' on WFDF Flint Michigan?"

Our Respects to

(*Continued from page 38*)

the Grand Pre region, in the thick of it. During the action, Wilder was gassed. But refusing to be evacuated, he stuck with his men and continued in command. His battalion came through with their leader past Grand Pre and on to their objective, Sedan. It was for this deed that he was cited for bravery in action. Later, he was an area military governor with the army of occupation in Germany.

After the war, Wilder, then a colonel, turned to the selling field. He was sales manager for wire, copper, rubber, utility and refrigeration companies. He became a partner in an advertising agency and advertising manager for power and rubber companies, then president of light and power companies, and vice-president of a copper wire company. He also tried his hand in magazine publishing.

Then in 1932 he entered radio. Besides being president of WSYR he also heads WTRY Troy and WKNE Keene, N. H., and two years ago, he sold WJTN Jamestown. Practically every civic movement in Syracuse includes the name of Col. Wilder. He is a director of the Century Club and the Skaneateles Country Club, vice-president and director of the Syracuse Chamber of Commerce and a member of the University and Triton Club (Canada). He was one of the first New York state commanders of the American Legion.

Married to Isabel Howard since 1916, before going overseas, Col. Wilder has one daughter, Nancy, the wife of Lt. Roderick Burlingame. He resigned from the Field Artillery reserves 15 years ago.

But Wilder's status in this war is far from inactive. In civic affairs, his Legion activities, and especally in his stations, pushing the war effort on the home front is his objective. And Col. Wilder is not one to give up until the objective has been reached.

MBS Anniversary

TO CELEBRATE its ninth anniversary as a network on Oct. 2, Mutual, which has risen from four stations in 1934 to 211, has arranged a special guest appearance by President Miller McClintock on the Saturday evening 8-8:30 *California Melodies* program.

First choice
The preferred spot on Puerto Rico dials . . . this modern station is your preferred selection for Puerto Rican coverage.
WIAC
SAN JUAN • PUERTO RICO

SEE HERE, PRESIDENT WOODS!
WHAT CAN I DO FOR YOU?
PRES. OF THE BLUE
THE WINNAH!
YOU AND YOUR STAFF HAVE DONE A GREAT JOB OF BRINGING THE BLUE TO THE FRONT!
THANKS!
BLUE RIBBON
AND KEX- YOUR BLUE STATION IN PORTLAND, OREGON HASN'T DONE SUCH A BAD JOB, EITHER
YOU'RE TELLING ME!
STATION B
STATION C
KEX
FINISH
TIME-BUYERS FIND THE KEX STORY THRILLING READING
IT OUGHT TO BE A BEST SELLER
WOW!
KEX AUDIENCE FIGURES
TIME-BUYER
KEX SERVES A BIG, HUSKY MARKET, THRIVING ON WAR INDUSTRIES AND STILL GETTING BIGGER
FISHERIES
ALUMINUM
SHIP-BUILDING
AGRI-CULTURE
LUMBER
WAR INDUSTRIES
KEX MARKET
CHOCOLATE
I SEE WHAT YOU MEAN
KEX AND THE BLUE MAKE AN UNBEATABLE COMBINATION FOR ALL ADVERTISERS
BUT DEFINITELY!
STILL PRES. OF THE BLUE
KEX- PORTLAND, OREGON - Represented Nationally by the PAUL H. RAYMER Co.

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

WE CAN GET IT FOR YOU Wholesale -IN MEMPHIS!

WITH 10 railroads . . . three airways . . . five major bus lines . . . and 100 motor truck lines . . . Memphis has attained the distinction of being one of the nation's great wholesale centers.

These unexcelled distribution systems serve to constitute Memphis as a natural gate-way to the entire Mid-South market.

And that market is the largest trade area anywhere east of the Mississippi River!

WMC

Member of SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis
WJDX—Jackson, Miss.
KARK—Little Rock
WSMB—New Orleans
KWKH-KTBS—Shreveport

REPRESENTED BY THE BRANHAM CO.

MEMPHIS, TENN.
5,000 WATTS
DAY AND NIGHT

Owned and Operated by
THE COMMERCIAL APPEAL

BEHIND the MIKE

AD KARNS is now production director at WIZE Springfield, Ohio. He was formerly with WING Dayton. Helen Williams, formerly of W45D Detroit, now heads the continuity department of WIZE. Enerstine Beebe, formerly of WOUB Athens, Ohio, is now promotion director. Robin Thomas has joined the continuity staff. New addition to the announcing staff is Dick Huber, from WHDL Olean, N. Y.

LES BARRY has joined the announcing staff of WMT Cedar Rapids, Ia., coming from WHBF Rock Island, Ill.

BOB HOBGOOD has been named production manager of WMPS Memphis. Herbert Harper, news commentator, has been added to the news staff.

DON NORMAN, former m.c. of *A Date with Don* on Mutual, has joined the announcing staff of WAIT Chicago, following his recovery from a long illness.

JOHN GOLDSWORTHY has joined WAIT Chicago as newscaster.

CHARLES HULL WOLFE, WSRR Stamford, Conn., continuity editor, married Florence Grumann Aug. 28.

Hon. Frank Coulter
Young and Rubicam
New York, N. Y.
Dear Frank:

I've gone and stuck my neck out, and I'm wondering if you'll help me out next time you see Margaret Wylie of J. Walter Thompson at Chicago. A couple of weeks ago I wrote her all about the "WCHS 580 Club of the Air". Course I went the limit in mentioning such salient points about the show as: 36,-560 signed members who agree to listen and buy the sponsors' merchandise . . . program slanted toward women, with recipes, household hints, etc. . . . terrific mail pull . . . live talent by members themselves every Friday . . . etc. etc. But what has really put me in the middle, is the fact that I told her the show had a sponsorship available, and I even went so far as to intimate that I thought it would be a good buy for some alert advertiser. Well doggonit, Frank, I'll bet this magazine had no more than hit the street, when zingo, a smart advertiser, such as I just mentioned, stepped up and gobbled up this one availability. So if you'll explain to Miss Wylie, I'll be more than grateful. Believe me, I'd feel worse than I do about this, if it weren't for the fact that a Branham man has all the dope on other equally good WCHS availabilities.

Regards
Yrs.
ALGY

Algy

WCHS
Charleston, W. Va.

WKZO Staff Additions

PAUL O. GODT, formerly of KARK Little Rock, Ark., has joined the staff of WKZO Kalamazoo, Mich., as studio director. Mr. Godt will coordinate operations for both the Kalamazoo and Grand Rapids studios. Rhea Y. Fetzer, wife of John E. Fetzer, president and general manager of WKZO, returns to active duty at the station as war program director. Mrs. Fetzer formerly served as program director for a number of years. Thomas F. White, formerly advertising manager of the *Leaf-Chronicle*, Clarksville, Tenn., and of WJZM Clarksville, has joined the WKZO staff as account executive.

BOB CARLYLE, formerly of WSBA York, Pa., and WHP Harrisburg, Pa., replaces Gail Smith as program director of WSRR Stamford, Conn.

BOB KELLY, WGAR Cleveland sports editor, has been assigned to cover the U. of Michigan grid games over WJR Detroit again this year.

TERRY BRICK, conductor of the *Listen Mothers* program over WWL New Orleans, is herself the mother of a girl born Sept. 13.

LAVONNE PAPPLE, formerly a singer on the staff of WCCO Minneapolis, has become a member of the continuity department of WGN Chicago.

DOROTHY FURMAN has joined the program department of WGN Chicago.

GENE HAMILTON, NBC-Blue announcer for 12 years until the separation of the BLUE from NBC, when he joined the BLUE production staff, has returned to announcing.

ALFRED ROBERTS, formerly with KOMO-KJR Seattle, has joined KJBS San Francisco, as announcer.

ELLIS LIND is now on the announcing staff of KJBS San Francisco.

BILL HAMILTON, former announcer of KMBC and KCMO Kansas City, has joined the announcing staff of WIND Gary.

ED CLOWES, announcer of KPPC Pasadena, has joined KJBS San Francisco as announcer.

MILDRED BOWYER, former staff musician of WMCA New York and KSL Salt Lake City, has been placed in charge of the musical library of KJBS San Francisco.

TOM MOOREHEAD, sports director and assistant publicity director of WFIL Philadelphia, and Constance van Roden, were married last week.

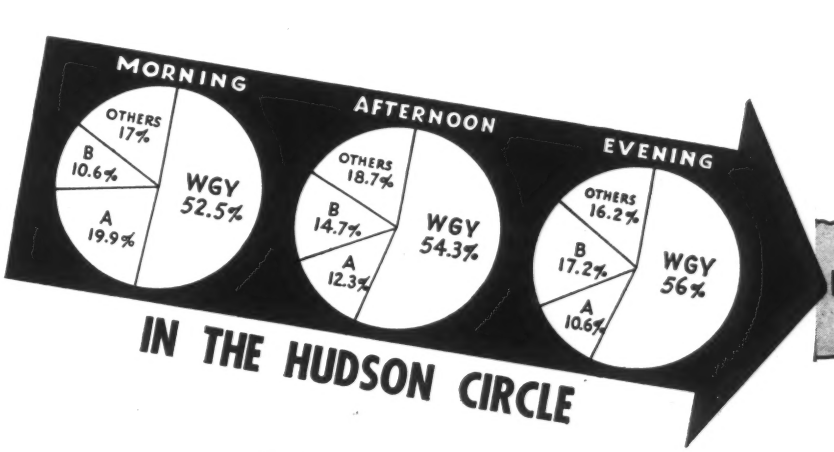
WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

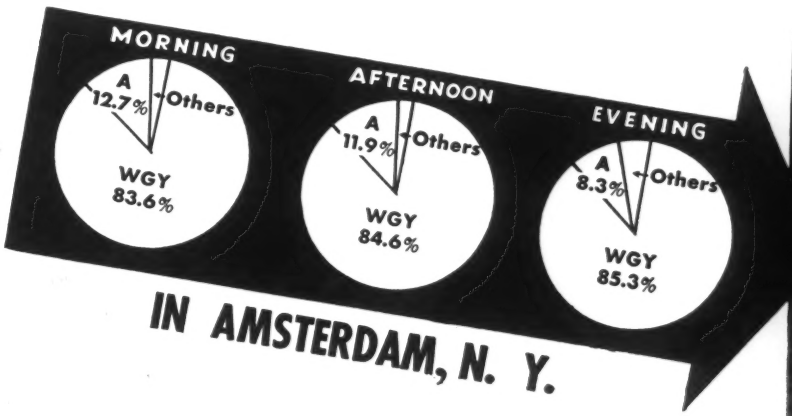
New York City

FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

Crossley's
OUTLINE OF LISTENING



THE $1\frac{3}{4}$-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.



A prosperous portion of the Hudson Circle.

Represented Nationally by
NBC
Spot Sales

WGY-150

GENERAL ELECTRIC
WGY
SCHENECTADY, N. Y.

FRED BARR, program director of WWRL New York and conductor of the *1600 Club*, has joined the Army. Lou Cole, a member of the WWRL staff for the past 13 years, has taken over Mr. Barr's duties for the duration.

LORRAINE SECKINGER has joined the traffic department CKBI Prince Albert, Sask.

MARGARET HERON is now in the continuity department of CKBI Prince Albert, Sask., replacing Doris Donnelly, recently married.

MARCE MONROE, announcer of CBR Vancouver, will marry Constance Kemper of CJOR Vancouver early in October.

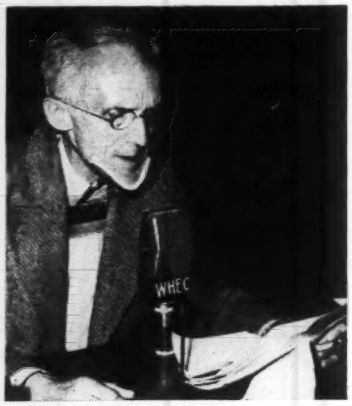
GORDON WILLIAMSON, former sports announcer of CFRN Edmonton has been commissioned a pilot officer, Royal Canadian Air Force, Public Relations Branch.

WILLIAM READ, formerly of CKGB Timmins, Ont. and CKVD Val d'Or, Que., has joined CKMO Vancouver as announcer.

LILLIAN GREENE has joined the promotion and publicity department of KDYL Salt Lake City as assistant to Myron Fox, publicity and promotion director.

OSMOND MOLARSKY, radio script writer for Navy public relations, has been promoted to a lieutenant (j.g.) as aviation specialist. He formerly contributed to documentary series *The World Is Yours* and *Cavalcade of America*.

EVELYN LAMPMAN has been appointed continuity chief at KGW-KEX Portland, Ore., replacing Edwin A. Browne who has resigned to do news work at KGBI San Francisco. Allan Richmond has joined the KGW-KEX announcing staff. Barbara Hathaway has joined the continuity staff.



MEDICAL MAGIC keeps Al Sigl, newsman of the *Rochester Times Union*, at the mike as newscaster for WHEC Rochester. Last February, Sigl slipped and cracked the back of his neck on the curb. He got up, shook his head, and continued on his way. Months later, severe headaches sent him to the hospital, and X-Ray disclosed remains of three former vertebra—nine bone splinters. Now Al wears his harness and continues 12:15 p.m. daily newscast, and doctors still wonder why he didn't die.

RUPERT PRAY, Hollywood news assistant to John B. Hughes, MBS commentator, is the father of a boy born Sept. 15.

MRS. HELEN BROUGH RODE, former head of KHJ Hollywood script department, is the mother of a girl born Sept. 4.

LOUISE MORGAN, director of special events for WNAC Boston and the Yankee Network, is taking over the Mon. thru Fri. 9:05-9:30 a.m. radio spot of Ruth Moss, who has left to join the Marines.

MARJERY HOOD has been appointed publicity director of KYA San Francisco.

BOB FOUTS, announcer of KYA San Francisco, has joined the Army Air Forces as a cadet in communications. He is receiving his training at Seymour Johnson Field, Goldsboro, N. C.

JEAN MAXFIELD, former traffic manager of KROW Oakland, has been appointed traffic manager of KYA San Francisco.

MARY TABNEY, assistant in the program department of WBBM Chicago, will leave shortly to join the Marine Corps Women Reserve.

ALAN OAK, announcer, formerly with WGER Goldsboro, N. C., and WHA Madison, Wis., has joined WOR New York. Helen Hawley, formerly with Ruthrauff & Ryan, New York, Columbia Recording Corp. Transcription Division and Decca Records, has joined the WOR Recording Division. Keith Thompson recently of *Musical America*, is new script editor.

ED PRENTISS, Chicago radio actor, became the father of a boy Sept. 14.

TED LENZ, chief announcer, news editor and production manager of KSAN San Francisco, has been appointed general manager of KVAK Atchison, Kansas.

GARY MUELLER, continuity writer of WBBM Chicago, has been inducted into the Army.

CHARLES LYNCH, formerly with WBRY Waterbury, Conn., has joined the announcing staff of WIBG Philadelphia. Anne Barr has joined the program department.

PAUL SNEIDER, recently given a medical discharge from the Army, has resumed his former duties as an announcer at WGN Chicago.

LEE GILLETTE, formerly with WAAF Chicago, has been named music director of WJJD Chicago replacing Kennedy Nelson, who will join the Army shortly.

MILDRED JEFF GATLING, formerly of WFOR Hattiesburg, Miss., has joined the staff of KTHS Hot Springs, Ark.

MAL WEAVER, formerly of WATR Waterbury, Conn., is now program director and studio manager of WMFF Plattsburg, N. Y.

JOHN STINSON, formerly newscaster on WLW Cincinnati, has joined the WKRC Cincinnati news staff.

GEORGE PUTNAM, news reporter of WEAF New York, on Sept. 24 was guest speaker at the Town Hall Luncheon Club at Town Hall in New York.

HOWARD CARRAWAY, continuity chief of WBAP and KGKO Fort Worth since 1938, has joined the BLUE production staff. Mr. Carraway was previously on the news staff of WSMB New Orleans and served as announcer-producer with KWKH and KTBS Shreveport, La., and WMC Memphis.

LT. MAURIE WEBSTER, former announcer of CBS Hollywood and now in the Navy, currently is stationed at Harvard U. for communications training.

PAT McGEEHAN, Hollywood actor-announcer, has been assigned to the weekly NBC *Red Skelton & Co.*, replacing Truman Bradley.

VINCE BERNARD has joined the announcing staff of KLZ Denver.

CBS credits us with a 22 county—3 state primary, 1,032,302 population. Our mail maps show more. But, either way, it's a real market, served by a real station. Heavy CBS; 63.8% Hooper station rating; dominant frequency.

WSPA

Serving the Textile South from Spartanburg, S. C. 5000 watts day, 1000 watts night, 950 kc. Represented by Hollingbery.

CBS

G-E Names Priest Head Of Transmitter Division

C. A. PRIEST has been named manager of the Transmitter Division of G-E's Electronics Department, Dr. W. R. G. Baker, vice-president of the department, announced. He will assume responsibility for the operations of the Syracuse plant of the division.

Mr. Priest

As engineer of the Radio Transmitter Engineering Division at Schenectady, Mr. Priest figured prominently in the FCC hearings on experimental television (BROADCASTING, Feb. 1, 1940). He entered the testing department of G-E in 1922 and later transferred to the transmitter section, where he has been ever since, with the exception of a year he spent in Japan, in 1927-'28. International General Electric Co. sent him to that country as sales engineer on radio apparatus.

Employment Drive

TO FORESTALL compulsory drafting of war workers should the manpower problem continue acute New Jersey industrialists have formed the Community Manpower Mobilization Committee, headquartering in Newark. Radio, newspapers, outdoor displays and other media are being used to reach potential employes and war workers in four counties. One objective is to help recruit 50,000 women employees in the Newark area by Jan. 1. Committee has signed a 13-week contract with WOR New York for participations on Bessie Beatty's five-times weekly 11:15 a.m. program, effective Sept. 8, and has also taken segments of Martin Block's *Make Believe Ballroom* on WNEW New York. One-minute announcements are being used on WAAT Jersey City and WPAT Paterson, and other stations were being lined up last week. Agency is Charles Dallas Reach Co., Newark.

Tinney to Army

CAL TINNEY, until recently broadcasting his *Sizin' Up the News* commentatories for Bayuk Cigars, Philadelphia, over Mutual network, reports for active duty Sept. 27 as a buck private in the Army Air Forces. Married, 35 and the father of four children, he went to his draft board in Bryn Mawr, Pa., recently, and waived his 3-A classification. He expects to be assigned to service in the Far East. No stranger to the Orient, he worked his way around the world after leaving high school, worked on newspapers in China and Japan and picked up some of the language.

Kenneth B. Carter

LT. KENNETH B. CARTER, former announcer of WNAC Boston, was killed Sept. 7 when the P-38 he was flying crashed at Muroc Field, Cal. He was buried from his home in Everett, Mass.

Housewives listen when Jane Lee speaks As editor of KPO's Woman's Magazine of the Air Jane Lee blends food facts fashion notes household hints beauty tips interviews into a fast moving daily show for women. Housewives listen but the postman groans

for he knows best the pulling power of KPO and the Woman's Magazine of the Air

Get the facts... and you'll be on

KPO

REPRESENTED BY NBC SPOT SALES

New York · Chicago · San Francisco · Boston · Cleveland · Denver · Washington · Hollywood

NATIONAL BROADCASTING COMPANY · RADIO CITY · SAN FRANCISCO

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNEW New York

Grove Labs., St. Louis (vitamins), *sa*, thru Donahue & Coe, N. Y.
Beaumont Labs., St. Louis (4-Way Cold Tablets), *sa*, thru Donahue & Coe, N. Y.
Grocery Store Products, New York (Kitchen Bouquet), *sa*, thru Duane Jones Co., N. Y.
Cocilana Inc., Brooklyn (Cough Nips), *sa*, thru Al Paul Lefton Co., N. Y.
A. S. Beck Co., New York (Beck Shoes), *sa*, 12 wks, thru Pettingell & Fenton, N. Y.
Miners Inc., New York (cosmetics), *sa*, thru Arthur Rosenberg Co., N. Y.
Community Manpower Mobilization, Newark (recruiting war workers), *sa*, thru Chas. Dallas Reach Co., Newark.
Standard Brands, New York (Stams), *ta*, thru Ted Bates Inc., N. Y.
Penick & Ford Ltd., New York (My-T-Fine Desserts), 5 *ta* per wk, 16 wks, thru BBDO, N. Y.
Bell Aircraft Corp., Buffalo, *sa*, thru Addison Vars Inc., N. Y.
Megowen Educator Foods Co., Lowell, Mass. (Crax), thru Badger & Browning Inc., Boston.
National Shoe Stores, New York, *ta*, *sp* 13 wks, thru Emil Mogul Co., N. Y.
K. Arakelian Inc., L. I. City (Mission Bell Wines), *sa*, thru M. J. Jacobs, N. Y.
Miles Shoes, New York, 5 *sp* per wk, thru Grey Adv., N. Y.
Paramount Pictures, New York, 2 *sa*, thru Buchanan & Co. N. Y.
Philip Morris Co., New York, (Philip Morris cigarets), *ta*, thru Biow Co., N. Y.
Wesson Oil Co., New Orleans, *sa*, thru Kenyon & Eckhardt, N. Y.
Life Savers Corp., Port Chester, N. Y. (Alkaid), *sa*, thru Young & Rubicam, N. Y.
Barney's Clothes, New York (men's clothes), 30 *sa*, 12 *sp* per wk, 52 wks, thru Emil Mogul Co., N. Y.
Denver Chemical Co., New York (Antiphlogistine), *sp*, thru Badger, Browning & Hersey, N. Y.
Charms Candy Co., Bloomfield, N. J. (Tastyeast), *sa*, thru C. L. Miller Co., N. Y.

WHO Des Moines

Grove Labs St. Louis, (Vitamins), 3 *sa* per wk, 26 wks, thru Russel M. Seeds Co., Chicago.
Grove Labs, St. Louis (Cold tablets) 6 *sp* per wk, thru Russel M. Seeds Co., Chicago.
United Wallpaper Inc., Chicago (wallpaper), 25 *sa* per wk, thru MacFarland, Aveyard & Co., Chicago.
Soya Wheat Co., Red Wing, Minn. (soya-wheat flour), 5 *sa* per wk, 13 wks, thru Buchanan-Thomas Adv. Co., Omaha.
Michael-Leonard Co., Sioux City, Ia. (seed corn), 1 *sa* per wk, 13 wks, thru Grant Adv., Chicago.
J. A. Folger & Co., Kansas City (Folger coffee), 5 *t* per wk, 52 wks, thru Grant Adv., Chicago.
Resinol Chemical Co., Baltimore (various) 3 *sp* per wk, 13 wks, thru Courtland D. Ferguson Inc., Baltimore.
Cownie Furs Co., Des Moines, Iowa (furs), 1 *sp* per wk, 52 wks, thru Coolidge Adv. Co., Des Moines.
North American Accident Co. (insurance), 3 *sa* per wk, thru Franklin Bruck Adv. Corp., N. Y.
Michael-Leonard Corn, Sioux City, Ia. (seed corn), 1 *sp* per wk, thru Allen & Reynolds Inc., Omaha.
Janney, Semple Hill Co., Minneapolis (paint), 5 *sa* per wk, thru Olmstead & Foley, Inc., Minneapolis.
Omaha Livestock Market, Omaha, 2 *sa*, thru Bozell & Jacobs Adv. Corp., Omaha.
Vio Bin Corp., Monticello, Ill. (Rex oil), 2 *sa*, thru Rogers & Smith Adv. Corp., Chicago.
Noxzema Chemical Co., Baltimore (Noxzema cream), 1 *sa* per wk, 26 wks, thru Ruthrauff & Ryan Inc., N. Y.

WJJD Chicago

Continental Radio & Television Co., Chicago (help wanted) 6 *sp* weekly, 13 wks thru Cruttenden & Eger, Chicago.
Nu-Enamel Corp., Chicago, 24 *sa* weekly, direct.
Quaker Oats Co., Chicago (Ken-L-Products), 32 *sa*, thru Ruthrauff & Ryan, Chicago.
Chicago Sun (Harvest Festival), 18 *sa*, thru Leo Burnett Co., Chicago.
Chicago Herald-American, 1 *sp*, thru Bozell & Jacobs, Chicago.

WEAF New York

Bond Stores, New York (men's clothes), 6 *ne* weekly, 52 wks, thru Neff-Rogow Inc., N. Y.
S. B. Thomas Co. Inc., New York (protein bread, English muffins), 3 *ne* weekly, 52 wks, thru Sherman K. Ellis Co., New York.

WIND Gary

Atlas Brewing Co., Chicago, 10 *ne*, thru Arthur Meyerhoff & Co., Chicago.
Universal Motors, Chicago, 60 *sa* weekly, 52 wks, thru United Broadcasting Co., Chicago.
Western Electric Co., Chicago (help wanted), 5 *sp* weekly, 13 wks, direct.
Nu-Enamel Corp., Chicago, 6 *sa* weekly, direct.
Markman Clothiers, Chicago, 6 *sp* weekly, thru Markleigh Adv. Co., Chicago.
Quaker Oats Co., Chicago (Ken-L-Products), 5 *sa* weekly, 8 wks, thru Ruthrauff & Ryan, Chicago.
Borg-Warner Corp., Chicago (help wanted), 5 *sp*, direct.
Bunte Bros., Chicago (help wanted), 3 *sp*, thru Presba, Fellers & Presba, Chicago.
Allied Florist Assn., Chicago, 2 *sa* weekly, 33 wks, thru Brookes & Sons Co., Chicago.
Palace Theater, Gary, 6 *sa* weekly, 13 wks, direct.
Blackstone Shop, Gary, 6 *sa* weekly, 13 wks, direct.
Lake County Agricultural Society, Gary, 12 *sp* and 12 *sa*, direct.
United Artists Corp., New York (*Stage Door Canteen*), 6 *sa* weekly, thru M. M. Fisher Associates, Chicago.

KMPC Beverly Hills, Cal.

Barbara Ann Baking Co., Los Angeles (bread), 3 *t* weekly, 52 weeks, thru Scholts Adv. Service, Los Angeles.
Gruen Watch Co., Cincinnati (watches), 126 *sa*, 63 *ta* weekly, 52 and 26 weeks, thru McCann-Erickson, N. Y.
Ever Dry Corp., Los Angeles (deodorant), 15 *sa* weekly, 5 weeks, thru Glasser-Gailey & Co., Los Angeles.
Chappel Bros. Inc., Rockford, Ill., (Ken-L-Ration), 5 *sp*, 5 *sa* weekly, 8 weeks, thru Ruthrauff & Ryan, Chicago.
Junkin Machine Co., Los Angeles (institutional), weekly *t*, 52 weeks, placed direct.

CKCL Toronto

Tilley's Ltd., Toronto (shoe polishes) 5 *sa* weekly, thru Frontenac Broadcasting Co., Toronto.
Crouchman-Paterson Co., Toronto (cough syrups), *t* weekly, thru Frontenac Broadcasting Co., Toronto.

WQXR New York

Penick & Ford, New York (My-T-Fine desserts), 6 *ne* weekly, thru BBDO, N.Y.
Crawford Clothes, New York (men's clothes), 32 *ne* weekly, thru Al Paul Lefton Co., N. Y.

WGY Schenectady

Parantes Motor Sales, Schenectady, 6 *sa* thru Leighton & Leighton, Schenectady.
Pan American Coffee Bureau, New York (coffee), 3 *sa* per wk, 13 wks, thru J. M. Mathes, N. Y.
Musterole Co., Cleveland (Musterole), 5 *sa* per wk, 26 wks, thru Erwin Wasey Co., N. Y.
Standard Brands, N. Y. (Stams), 12 *sa* per wk, thru Ted Bates Inc., N. Y.
Standard Brands, N. Y. (Fleischmann's Vitamin Yeast Tablets), 15 *sa* per wk, 26 wks, thru Kenyon & Eckhardt, N. Y.
Pennick & Ford, N. Y. (Brier Rabbit Molasses) 3 *sa* per wk, 26 wks, thru J. Walter Thompson Co., N. Y.
Grove Labs, St. Louis (Vitamin B Complex), 3 *sp* per wk, 26 wks, thru Donahue & Coe, N. Y.
Grove Labs, St. Louis (Vitamin B Complex), 3 *sa* per wk, thru Donahue & Coe, N. Y.
Grove Labs, St. Louis (Beaumont 4-way tablets, D Vitamins) 2 *ne* per wk, thru Donahue & Coe, N. Y.
Wm. H. Wise & Co., New York (Modern Encyclopedia), 2 *sa* per wk, 13 wks, thru Huber Hoge & Sons, N. Y.
Wilson & Co., Chicago (B-V bouillion cubes) 1 *sa* per wk, 13 wks, thru United States Adv. Corp., Chicago.
The Hubinger Co., Keokuk, Iowa (Quick Elastic Starch), 3 *sp* per wk, thru Ralph Moore, St. Louis.
State Theater, Schenectady (motion pictures), 3 *sp* per wk, direct.
Spaulding Bakeries, Schenectady (bread), 2 *sp* per wk, direct.
United Baking Co., Schenectady (Lady Betty Bread), 2 *sp* per wk, direct.
RKO Radio Pictures, New York (moving pictures), 14 *sa*, direct.
Rex Research Corp., Toledo (Fly-Tox), 3 *sa* per wk, thru Miller Agency Co., Toledo.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* per wk, 52 wks, thru Franklin Bruck Adv., N. Y.
N. Y. State Savings Bank Assn. (bank), 3 *sa* per wk, thru Ruthrauff & Ryan, N. Y.
Chef Boy-Ar-Dee Quality Foods, Milton, Pa. (spaghetti dinner), 3 *sa* per wk, 13 wks, thru McJunken Adv. Co., Chicago.
General Baking Co., New York (Bond Bread), 2 *sa* per wk, thru BBDO, N. Y.
P. Duff & Sons, Pittsburgh (gingerbread mix and waffle mix), 4 *sp* per wk, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Glenwood Range Co., Taunton, Mass. (ranges), 3 *sp* per wk, thru Alley & Richards Co., Boston.
National Biscuit Co., New York (Nabisco Shredded Wheat and Shreddies), 6 *sa* per wk, thru Federal Adv. Agency, N. Y.
J. H. Filbert, Inc., Baltimore (Margarine), 4 *sa* per wk, 26 wks, thru Courtland D. Ferguson, Inc., Baltimore.
Chr. Hansen Labs, Little Falls, New York (Junket Rennet Tablets), 18 *sa*, thru Mitchell-Faust Adv. Co., Chicago.

WOR New York

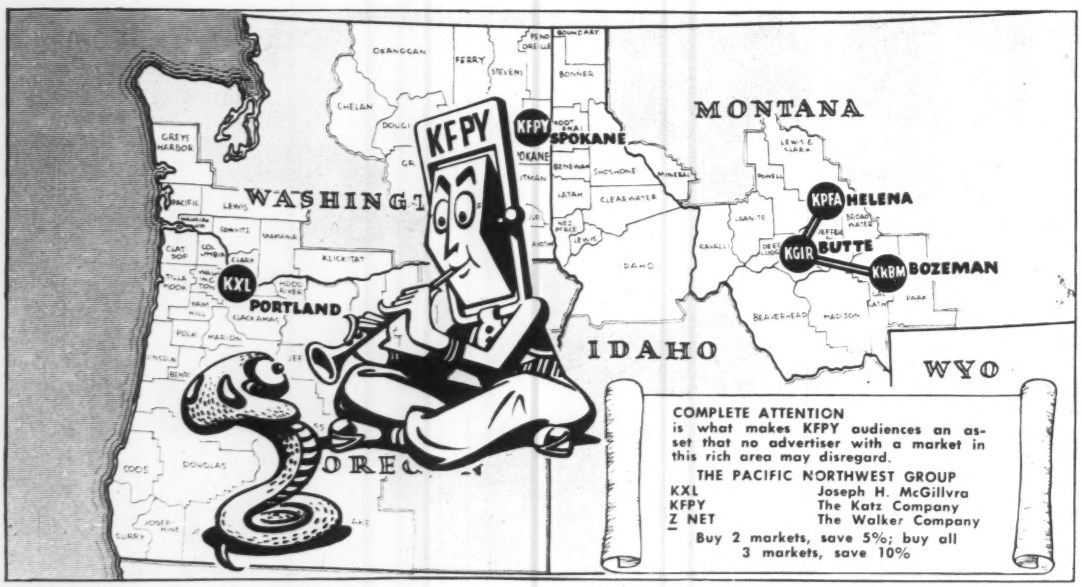
Grove Labs., St. Louis (all products), weekly *sp*, 13 wks, 9 *sp*, 26 wks, thru Russel M. Seeds Co., Chicago.
Allen V. Smith Co., Marcellus, N. Y. (Puritan Brand Split Peas), 5 *sa* weekly, 52 wks, thru Alley & Richards Co., N.Y.
Robertshaw Thermostat Co., Youngwood, Pa. (thermostats), 5 *sa* weekly, 52 wks, thru Hixson-O'Donnell Adv., N. Y.
Pure Food Co., Housatonic, Mass. (Herb-Ox), 5 *sa* weekly, 26 wks, thru J. M. Mathes Inc., N. Y.
Conformal Footwear Co., St. Louis, *sa*, thru Alfred J. Silberstein Inc., N. Y.
Humphrey's Medicine Co., New York, *sa*, thru Atherton & Currier, N. Y.
Burlington Mills, New York (Bur-Mil Quality Weaver), *sa*, thru J. M. Mathes Inc., N. Y.
John F. Trommer, Brooklyn (beer), weekly *sp*, 52 wks, thru Federal Adv., N. Y.
Grocery Store Products Sales Corp., New York (Kitchen Bouquet), 5 *ne* weekly, 39 wks, thru Duane Jones Co., N. Y.

WOAI San Antonio

W. B. Caldwell Co., Monticello, Ill. (Dr. Caldwell's laxative), 8 *ta* per wk for 10 wks.
Plough Inc. Memphis, Tenn. (St. Joseph's aspirin and Penetro nose drops), 12 *ta* per wk, indefinite.
Folger Coffee Co., Kansas City, Mo., 5 *sp* per wk, indefinite, through Grant Adv. Co., Chicago.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 3 *t* per wk, indefinite.
Link Aviation (trainer planes) 1 *t* per wk thru Craven Hedrick, New York.
Handy Andy Food Markets, San Antonio, 6 *sp* per wk, indefinite.

WJZ New York

Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 5 *sp* weekly, 13 wks, thru Lawrence Gumbinner Adv., N. Y.



The First and Only

TABLOID STATION

KCKN

Programmed for the "mass" audience of Metropolitan Kansas City, 725,000 People.

KCKN is a "tabloid" station for the "mass" audience because all entertainment is musical and all music used on KCKN is in the "popular" field. The "mass" audience does not accept classics or opera. The "city" mass audience does not like Hillbilly.
KCKN is a "tabloid" station for the "mass" audience because local continuity (both sustaining and commercial) is written in simple rhymes or jingles using common "picture" words. A "picture" word is one that the mass audience can visualize instantly.
KCKN is a "tabloid" station for the "mass" audience because there is never more than 3 minutes of news at any one time. The mass audience wants headlines only.
KCKN
Kansas City

Hooper *SHOWS* What Kansas City *KNOWS*

Hooper surveys prove KCKN's tabloid program format is right. Three consecutive Hooper 5-month reports have shown KCKN holds more listeners in Kansas City than three network outlets.

ELLIS ATTEBERRY, Manager

BEN LUDY, General Manager • KCKN Kansas City • WIBW Topeka

CAPPER PUBLICATIONS, INC. New York, 420 Lexington Avenue • Chicago, 180 N. Michigan Avenue • San Francisco, 1207 Russ Bldg.

Radio Advertisers

BARNEYS CLOTHES, New York, has signed a 52-week contract with WNEW New York calling for a 25% increase in time and billings, and has added six quarter-hour programs and 12 announcements weekly on WPAT Patterson, N. J. The WNEW contract, which went into effect Sept. 13, calls for 12 five-and-ten minute musical programs weekly plus a number of spot announcements scattered throughout the day. Barney's is now using a total of seven stations in the New York-New Jersey area. Agency is Emil Mogus Co., New York.

CONSOLIDATED BISCUIT Co., Chicago, on Sept. 20 began sponsorship of *Judy & Jane*, quarter-hour serial drama Mondays through Fridays on WGN Chicago. Contract is for 52 weeks. Agency is Mitchell-Faust, Chicago.

CHICAGO DAILY NEWS, Chicago, has placed two contracts for sponsorship of programs on WENR Chicago. Beginning Sept. 25, the newspaper will sponsor quarter-hour *Mystery Chef* on a cooperative basis, Monday through Fridays. Starting Sept. 27 it will sponsor five quarter-hour programs weekly on WENR featuring Malcolm Claire with children's stories. Both contracts are for 52 weeks. Agency is Schwimmer & Scott, Chicago.

SMILING IRISHMAN, New York, started *The Battle of the Baritones* on WMCA New York as part of its spot campaign in New York and New Jersey to obtain used cars for resale. Program features the records of Bing Crosby and those of Frank Sinatra, with the audience invited to vote their preferences on the best singer. Broadcast is heard from 5:03 to 6 p.m. Agency is Uklinger Adv., New York.

ROCKWOOD & CO., Brooklyn, has renewed participations on *Mildred Bailey—Afternoon Journal* on WTAG Worcester as part of a nation-wide fall and winter campaign for Chocolate bits. [BROADCASTING, Sept. 20] Agency is Federal Adv., New York.

Sells Shows

SUNNY SIDE of the war presented itself in the person of Mrs. Beth McNeely, wartime replacement announcer of WSUN St. Petersburg, Fla. When Mrs. McNeely decided to try producing shows her first, *From Mrs. to Mrs.*, sold a day after it went on the air. Her second, *Musical Menus*, got a sponsor on the first audition. Now she has become production director.

HECHTS Department Store, New York, has returned to the air for another pre-Christmas spot campaign, having contracted for 35 announcements weekly on WMCA New York for 13 weeks. Drive is similar to last year's local Christmas gift promotion for the months of October, November and December. Firm is negotiating for contracts with two additional stations. Agency is J. R. Kupsick Adv., New York.

JOHN L. CALLAHAN, assistant advertising manager of Best Foods Inc., New York, has been named assistant director of advertising and merchandising. His former post has been assigned to Alan Randall, previously production supervisor in the advertising department.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), beginning in September is sponsoring a nationwide campaign of spot announcements and studio programs, which includes a newscast by William Winter on six Pacific Coast Network stations, heard Mon.-Fri. at 7:05-7:15 p.m., originating out of KNX Hollywood and a quarter-hour thrice-weekly early afternoon newscast on WGN Chicago. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

MINNEAPOLIS - HONEYWELL REGULATOR Co., Minneapolis (air-conditioning equipment; institutional), starting Oct. 10 will sponsor a new program on 126 CBS stations and two affiliate Canadian stations for 52 weeks. Titled *Blue Jacket Choir with Danny O'Neil*, the program, to originate out of WBBM Chicago from the Great Lakes naval training station will be heard from 11:05 to 11:30 a.m. each Sunday. Agency is Addison Lewis & Associates, Minneapolis.

COCA-COLA Co., Atlanta, is alloting more than 100 minutes of time on its victory parade of *Spotlight Bands* on the BLUE to the Third War Loan Drive. Sponsor is turning over five minutes of each night's program to government officials for War Bond messages, through Sept. 25. Agency is D'Arcy Adv. New York.

GUARANTEE TRUST LIFE INSURANCE Co., Chicago, to J. L. Stewart & Co., Chicago. Plans said to include radio.

SEYMORE PRODUCTS Co., Chicago, (See-More venetian blind cleaner), to Malcolm-Howard Adv. Agency, Chicago. Radio said to be used.

ALMS & DOEPKE CO., Cincinnati department store, has renewed for 13 weeks sponsorship of *Harmony Hall*, half hour musical program on WSAI Cincinnati. Contract placed direct.

FRAILEY PRODUCTS Inc., New York (Thinc hand cream), has announced Irwin Vladimir Co., New York, as agency. Plans are said to include radio.

VICTOR M. STAMM & ASSOCIATES, general agency for Northwestern Life Insurance, has purchased *Mutual Music Hall*, half hour transcribed series on W55M Milwaukee.

FRUITATIVES PRODUCTS, Hull, Que. (proprietary) on Oct. 2 starts *Double or Nothing* quiz show weekly on CFRB Toronto. Account was placed by McConnell-Eastman Co., Montreal.

JOHN P. WATERS, former assistant director of advertising and promotion of Armstrong Cork Co., Lancaster, Pa., has been named advertising manager of the lighting division of Sylvania Electric Products, New York.

It Is 225 Miles From KSD to the Nearest NBC Station

FOR PRODUCTIVE TIME ON THE AIR IT'S

KSD IN ST. LOUIS

KSD has a greater daytime population coverage area than any other St. Louis station.

A Distinguished Broadcasting Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative FREE and PETERS, Inc.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

XUM

CASH PRIZE CONTEST!

FOR RADIO MEN IN THE SERVICE!

"Write A Letter"

As you know, the Hallicrafters make SCR-299 Communications trucks. We are proud of our handiwork and proud of the job you men have been doing with them on every battle front.

RULES FOR THE CONTEST

We want letters telling of actual experiences with SCR-299 units. We will give $100.00 for the best such letter received during each of the five months of November, December, January, February and March!

We will send $1.00 for every serious letter received so even if you should not win a big prize your time will not be in vain.

Your letter will be our property, of course, and we have the right to reproduce it in a Hallicrafters advertisement.

Good luck and write as many letters as you wish. V-Mail letters will do.

W. J. Halligan

BUY MORE BONDS!

the hallicrafters co.

2611 INDIANA AVENUE, CHICAGO, U.S.A.

MAKERS OF THE FAMOUS SCR-299 COMMUNICATIONS TRUCK

At Last_ A Complete Mail Study!

- "Who writes to radio stations—men or women?"
- "Do people on farms write more than people in cities?"
- "What makes people write—contests, premium offers, free information, etc.?"
- "If an advertiser wants to use a mail offer, how long should he feature it on the air?"

These, and scores of other questions, are answered in the most complete mail study ever made. It will soon be released by KMA, Shenandoah, Iowa, long recognized as one of the outstanding mail stations of the country.

The study is based on the 493,479 pieces of commercial mail the station received from April, 1942 through March, 1943. A special corps of mail clerks tabulated the commercial response all year according to county, program, sex of writer, etc., for a firm of certified public accountants. The accounting firm then compiled monthly and quarterly reports and is now completing the final, summary analysis.

Because of current restrictions, copies of the printed study will be limited. So—if you want one—reserve your copy now. But only agency men and company advertising managers, *please!* Address: Research Director.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

OHIO STATE OIL Co., Findlay, O. (Marathon products), will sponsor ten outstanding football games in the Midwest this fall on WOWO Fort Wayne, Sept. 25 through Nov. 27. Agency is Stockton, West & Burkhart, Cincinnati.

MEIER & FRANK Co., Portland, Ore., department store, has purchased *Navy Heroes* transcribed series on KGW Portland, 10:15 p.m. Tuesdays.

BEAU BRUMMEL TIES Inc., Cincinnati, will present the WKRC Cincinnati broadcasts of Ohio State football games this season. Dick Nesbitt, former All-American and Chicago Bears backfield ace will give play-by-play descriptions, assisted by Syd Cornell, WKRC sports authority.

HUGH HARRISON, Oakland, Cal., (No-Doz-Awakener), is using radio for the first time in two years, having started a series of transcribed announcements on WLW Cincinnati; WAAT Newark, N. J.; and WENR Chicago. Campaign is being tested in war industry areas where there are many night workers. WLW contract is for 52 weeks, WAAT and WENR, 13 weeks. Agency is Garfield & Guild, San Francisco.

W. H. Y. & KEVO PRODUCTS, Azusa, Cal. (Kevo food beverage), on Sept. 21 starts for 13 weeks sponsoring twice-weekly participation on *At Home With You* on KECA Los Angeles. Firm is also using thrice-weekly participation in *Norma Young's Happy Homes* on KHJ Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.

FRENCH KITCHEN FOODS Corp., Los Angeles (spaghetti sauce), new to radio, on Sept. 16 started using two transcribed announcements weekly on KECA and KMPC. Contracts are for 13 weeks. Other West Coast stations will be added. Agency is Elwood J. Robinson Adv., Los Angeles.

MEYERS BEVERAGES Inc., New York (Meyers 1890 Beverages), to Arthur Rosenberg Inc., New York. Said plans include radio.

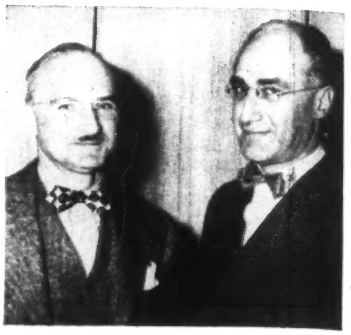
ALICE FROCK Co., Oakland (women's dresses) new to radio, in a test campaign on Sept. 11 started sponsorship of one-weekly five-minute newscast on KQW San Francisco. Test is preparatory to a possible expansion to the network. Agency is Garfield & Guild, San Francisco.

SEARS FOOD DISTRIBUTING Co., Los Angeles (Buttr-Stretch), new to radio and placing direct, has started thrice-weekly participation in *Norma Young's Happy Homes* on KHJ Hollywood. Contract is for 13 weeks.

LOCAL LOAN Co., Los Angeles, as part of its Pacific Coast campaign with local office tie-in, on Oct. 1 starts for 13 weeks 7 announcements weekly on KRKO Everett and KOL Seattle. Firm on Sept. 26 started using 22 per week on KHJ Hollywood, and in addition utilizes 15 weekly on KQW San Francisco and 7 weekly on KROY Sacramento. Other stations will be added. Agency is Hixson-O'Donnell Adv., Los Angeles.

SUN SHIPBUILDING & Drydock Co., Chester Pa., assumed sponsorship on Sept. 20 of the Tom Moorehead sports program on WFIL Philadelphia. The sponsor offers a three-week course in welding to those seeking jobs. Sun has renewed sponsorship of the Sunday patriotic half-hour broadcast on WFIL, *Sweet Land of Liberty*, and the weekly *Dollars for Donuts* quiz on WIP Philadelphia. Contracts all placed direct.

FREDERICK STEARNS & Co., Windsor, Ont., (Vita-Vim Multiple capsules) has started announcements on a number of Ontario stations and the *Sherlock Holmes* adventures weekly on CKCL Toronto. Account was placed by A. J. Denne & Co., Toronto.



ATTENDING the premier performance of *That's a New One*, first program series to be sponsored by Adam Hats, were Leon Goldberg, advertising manager of the Adam Hat Stores and Edgar Kobak, executive vice-president of the BLUE network.

H. J. HEINZ Co. of Canada, Toronto, has named MacLaren Adv. Co. as agency. Radio advertising program is now under development.

LYMAN AGENCIES, Toronto (Fellows Syrup) has placed its account with Ronalds Adv. Agency, Toronto. Advertising plans are in preparation.

SEARS ROEBUCK & Co., Los Angeles, on Sept. 20 started a twice-daily quarter-hour commentary series, *News and the People*, on KHJ Hollywood. Five-weely afternoon broadcasts will be transcribed for later evening release. Contract is for 52 weeks. The Mayers Co., Los Angeles, has the account.

VOGUE RUBBER Co., Chicago, has named Brisacher, Davis & Van Norden, Los Angeles, as agency.

DR. A. REED ARCH SHOE Co., Los Angeles (movable arch shoes), on a 52-week contract starting Sept. 20 is sponsoring a daily five-minute newscast on KMPC Beverly Hills. Agency is Charles N. Stahl Adv., Los Angeles.

DAY & NIGHT MFG. Co., Monrovia, Cal., (water and space heaters, coolers), on Sept. 15 started using eight time signal announcements weekly on KQW San Francisco, with six per week on KNX Hollywood. Both contracts are for 52 weeks. Campaign will be extended to other Pacific Coast markets. Agency is Hixson-O'Donnell Adv., Los Angeles.

APPLEFORD PAPER PRODUCTS, Hamilton, Ont., has started a test campaign on a participating household program for its booklet on foodsaving facts on CFRB Toronto. Account was placed by Russell T. Kelley Ltd., Hamilton.

IRENE WIGTON Co., Los Angeles, (leg cosmetics), on Sept. 20 started for 13 weeks a thice-weekly quarter-hour participation in *Make Believe Ballroom* on KFWB Los Angeles, with daily spot announcements on KFMB San Diego. Firm also uses KJBS San Francisco, KWJJ Portland and KUJ Walla Walla. Clarence B. Juneau Agencies, Los Angeles, has the account.

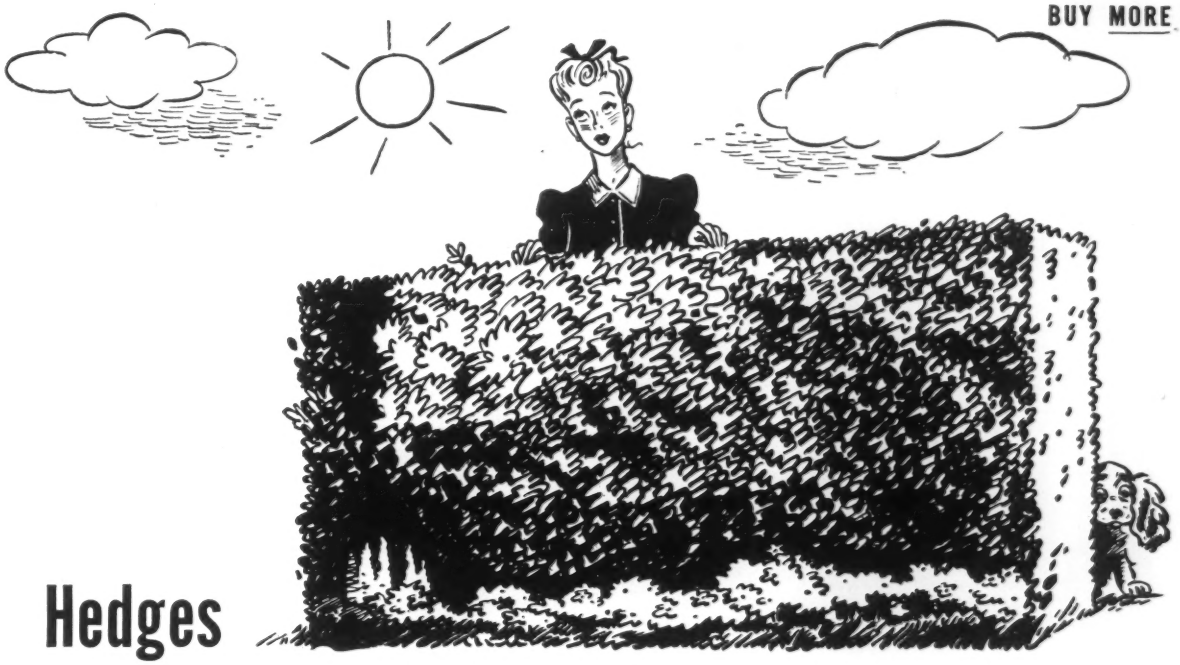
R. B. DAVIS Co., Hoboken, N. J., has named Kenyon & Eckhardt, New York, as agency for Cocomalt and Davis Baking Powder. No decision has been made on media.

JUSTIN A. FITZ, with Sperry Gyroscope Co. 26 years, has been named advertising director of the company with headquarters in Brooklyn.

FORTY-FIVE stations have signed for *The Wierd Circle*, transcribed series released by NBC's Radio-Recording Division. Among subscribers are WSOC WMFG WDNC WBEN WBRE WNEW.

XUM

BUY MORE WAR BONDS



Hedges

There are a number of requirements for new transmitter equipment which broadcast station managers, their engineers and consultants must always bear in mind.

1. The equipment must function in a manner consistent with FCC performance requirements.

2. The equipment must meet FCC safety requirements for the protection of operators.

3. The equipment design must include safeguards which effectively protect it from damage due to overload.

4. The equipment design must include maximum assurance against failure during broadcasting.

RCA provides these assurances—"hedges" against trouble.

From microphone to antenna, RCA offers the broadcast station *complete* equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and *definitely fixed responsibility*.

RCA Victor Division, RADIO CORPORATION OF AMERICA, *Camden, N. J.*

RCA

RCA BROADCAST EQUIPMENT

★ *RCA's line of apparatus includes more of the equipment necessary for the efficient operation of modern broadcasting stations than that of any other manufacturer.*

★ *RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.*

Merchandising & Promotion

Horse Races—Column—Booklet—Movie Promotion
Better Humor Cards—Newspaper Ads

ONE of the outstanding features of the three county fair held annually at Northampton, Mass., is the horse racing. This year WHYN Holyoke secured the contract for the daily broadcast of the races, run off during the week of Sept. 5. The station also managed to originate a WHYN handicap which carried a WHYN purse and was one of the most heavily bet upon races of the entire meet. All publicity released on the meet naturaly carried WHYN call letters as the handicap was a daily feature.

* * *

Weekly Column

WOR New York is running a weekly column in the New York *Herald-Tribune* which contains bits of poetry, doings around WOR, and other items of radio interest.

Merchants' Show

ORANGE MERCHANTS Assn. are presenting a series of daily shows over WAAT Newark. Members use their own newspaper space and other advertising media to promote the shows. Ribbon badges showing broadcasting schedules are worn by Orange stores' personnel. Cards promoting the programs were inserted in packages sold by the stores before the campaign got under way.

Rural Survey Book

TWENTY page file size booklet just released by KMBC Kansas City titled "Speaking From the Heart" contains a survey of the farm listening habits throughout the "Heart of America" area. Comparison is made with other stations in the area regarding listener coverage on service programs such as news, farm talks, markets, farm programs and home service features. Cover of the book is reproduction from an oil painting made by a Kansas City artist for KMBC. Preceding the book was a postcard addressed to secretaries suggesting they be sure the "boss" receives his copy.

* * *

Movie Promotion

RADIO was effectively used to break a twenty-one year attendance record at the Golden Gate Theater when KPO San Francisco promoted RKO's picture "Behind the Rising Sun". Aside from the routine weekly theater promotion (newspaper and billboard) all publicity was via the air. Tie-in, for two weeks, included special round-table discussions, interviews by KPO personalities, quarter-hour transcribed teasers, spot announcements, tours for author James R. Young of four major shipyards, and radio appearances of the picture's star, Margo.

* * *

Better Humor Cards

LOCAL distribution of small "better humor" cards by WMAZ Macon, Ga., an area overrun with war workers and with the usual letdown in service, has aroused favorable comment according to reports. Cards are about 4x9 inches and printed on cardboard stock. Various sayings on the cards suggest increased friendliness and courtesy. Only reference to WMAZ is signature at the bottom of each card.

* * *

Direct Mail

FULL-PAGE color advertisement of WLW Cincinnati which appeared in the Aug. 16 issue of BROADCASTING has been printed on heavy cardboard stock and sent out as direct mail advertising. Ad is one of rural listener coverage series currently being used by WLW and gives facts and data of recent C. E. Hooper report.

* * *

War Coverage Ads

KYW PHILADELPHIA, for several days after Italy surrendered, ran front page advertisements in the *Inquirer* and *Record*, calling attention to newscasts during the day, air time of the news commentators and the fact that any program would be interrupted at once for important invasion bulletins.

* * *

Fall Lineup

KSD, NBC outlet for St. Louis, recently ran a full page ad on the back of the *St. Louis Post Dispatch* rotogravure section giving the lineup of the fall parade of stars and shows to be heard over KSD.

PHOENIX STATION TRANSFER SOUGHT

M. C. REESE, Phoenix insurance man, last week filed an application with the FCC to transfer his ownership of KPHO Phoenix to Phoenix Broadcasting Co. Inc. for $60,000. With his two sons who formerly managed the station now in the Army, Mr. Reese told the Commission his health does not permit his taking over the management.

Mr. Reese's original agreement to sell was with Rex Schepp, manager of WIRE Indianapolis and owner of 25% of WPAT Paterson, N. J., who transferred the agreement to Phoenix Broadcasting for 333⅓ shares of stock.

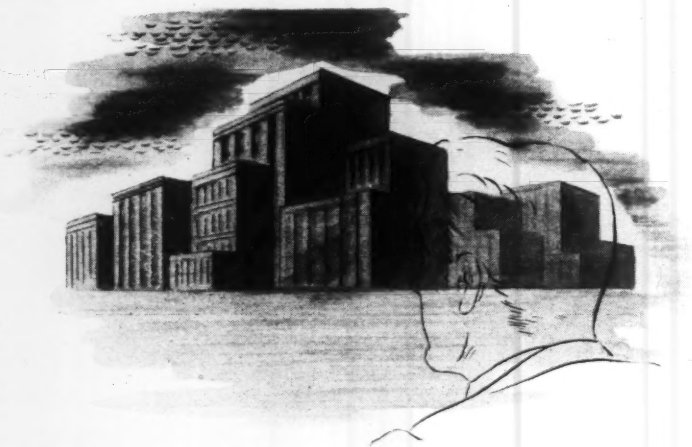
Officers and directors of Phoenix Broadcasting and percentage of stock owned are: Rex Schepp, president and director, 33⅓%; George Wood, vice-president and director; J. P. Mason, secretary and treasurer; Gene Autry, E. C. Pulliam, and A. G. Atwater directors, 20%, 32% and 10%. Other stockholders are Dorothy Kiggins, 1⅓% and E. R. Borroff, 3½%. Autry bought 200 shares for $15,000.

Mr. Pulliam is president and a director of WIRE, and WAOV Vincennes, president of Central Newspapers Inc., Indianapolis, and Okla. Newspapers Inc., El Reno, Okla. Mr. Mason was program director and traffic manager of WIRE, 1937-1942, and program director of KOB Albuquerque, 1942-43. Mr. Atwater, formerly assistant to the vice-president in charge of sales of Wrigley's chewing gum, is a lieutenant in the USNR. Mr. Borroff is vice-president in charge of the BLUE central division and Mr. Wood is an attorney with the Phoenix firm of Ellingood & Ross. Gene Autry, now a sergeant in the Army, owns 50% of Western Music Pub. Co., an air school known as Marsh, Franklin & Pacific Air School in Phoenix and Tucson, 33⅓% of Clemens Bros. Cattle Co., and 25% of Worlds Championship Rodeo.

KPHO was authorized in January 1940 to operate on 1200 kc 100 w night, 250 w day.

Rex Spray Spots

CANADA REX SPRAY Co., Brighton, Ont., has started dramatized spot announcements for its first radio campaign on 17 eastern Canadian stations. Account is placed by Ronalds Adv. Agency Ltd., Toronto.



KEEP THIS MARKET IN YOUR MIND

Now a teeming city of over 101,400 people, Corpus Christi rates as one of America's six fastest growing cities with best prospects of retaining wartime growth, according to Philip M. Hauser of the Census Bureau. Surely, here is a market to keep in mind . . . one to cultivate today for sales today and tomorrow. Its oil, cotton, farm lands, cattle raising, chemicals, and shipping facilities assure Corpus Christi of even greater growth in the future. And KRIS—the only major Corpus Christi station carrying network shows, offers you Hooper-authenticated domination at surprisingly small cost. Call in your Branham man for full information today.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

XUM

EFFECTIVE IMMEDIATELY, YOU CAN ONCE AGAIN TAKE ADVANTAGE OF THE NEW, UP-TO-THE-MINUTE WOR RECORDING STUDIOS TO RECORD YOUR MUSIC.

Wire, write or 'phone

WOR RECORDING STUDIOS
1440 Broadway
New York 18, N. Y. (PE 6-1346)

Agencies

SHAW NEWTON, vice-president and general manager of Morse International New York, for the past six years, has joined Donahue & Coe, New York, in an executive capacity.

TOM McAVITY, executive of James L. Saphier Agency, Hollywood talent service, has taken temporary leave to devote fulltime to his duties as producer of the weekly NBC *Sealtest Show* and the CBS sustaining feature *Corliss Archer*.

WALTER SNOW, producer of CBS Hollywood has joined Foote, Cone & Belding as assistant producer on the NBC *Bob Hope* show.

HENDRIK BOORAEM, former Hollywood producer of Young & Rubicam, Inc., on the weekly CBS *Silver Theatre* has been commissioned a lieutenant (j.g.) in the Navy. Rupert Lucas takes his place.

MALCOLM F. SMITH has been elected a vice president of Kenyon & Eckhardt Inc., New York.

ROBERT E. EDDY has become vice president of Knollin Adv. Agency, San Francisco, succeeding Jas. A. Richardson, resigned. Eddy was former partner in the Eddy-Newton Agency of Beverly Hills and account executive in the Los Angeles office of Gerth-Knollin.

VIVIAN VORSANGER, formerly director of publicity at St. George & Keyes, New York, has joined Pettingell & Fenton, New York.

DAVID B. SHAW, who has written, directed and produced radio programs for Warner Brothers Pictures, has joined the radio commercial department of Benton & Bowles, New York.

HOWARD WILLIAMS, radio producer of J. Walter Thompson Co., New York, and Betty Tucker, of the NBC public service department are to be married Nov. 12 in New York.

ANN BENEDICT, Hollywood script girl of Young & Rubicam, on the weekly CBS *Silver Theatre*, and William Belsey Jr., commercial copywriter of Foote, Cone & Belding Los Angeles, were married Sept. 17.

DR. MELCHOIR PALYI, Chicago consulting economist and lecturer, has been retained by Goodkind, Joice & Morgan, Chicago, as economic adviser on present and postwar problems.

LEON LIVINGSTON Adv. Agency, San Francisco, is now handling the Colgate-Palmolive-Peet account for Peet granulated soap on the West Coast, placing spot announcements on about 40 stations.

WALLACE RAMSEY formerly continuity editor of Don Lee Broadcasting System, Hollywood, has been appointed radio director of Dan B. Miner Co., Los Angeles agency.

EILEEN HOLBEIN and Stella Chaney have been added to the copy staff of Hillman-Shane-Breyer, Los Angeles. Mary Ann Kasper has been added to the production staff.

CRAWFORD HALL, formerly radio director of Locke, Johnson & Co., Toronto, is now a lieutenant with the Royal Canadian Artillery stationed at Petawawa, Ont.

SANFORD (Bud) PAGANUCCI, formerly copywriter of Foote, Cone & Belding, Los Angeles, has joined the Hollywood radio department of J. Walter Thompson Co. as researcher and writer on the weekly CBS *California Carry On*, sponsored by Bank of America.

Durstine Expands Office

EXPANDING its Cincinnati offices, Roy S. M. Durstine Inc., has added the following executives: Russell Branch, formerly of RCA and Buchanan & Co. N. Y.; William Franchey, formerly of Wm. Esty & Co., New York, who will handle the creative work; Bruce Robinson of Pedlar & Ryan, New York, to supervise merchandising; Philip Goyert, sales promotion manager of the *Cincinnati Post*, who will be in charge of art and production.

IRVIN S. ATKINS, formerly aide to Art Baker, Hollywood commentator and m.c., has joined the radio division of Russel M. Seeds Co., Hollywood, as West Coast public relations director and writer.

PATRICIA O'CONNELL, formerly of Compton Adv., New York, has joned the radio commercial department of Benton & Bowles, New York.

JOSEPH E. WALSH, formerly of McCann-Erickson Inc., New York, and the Better Fabrics Testing Bureau, has joined the production department of J. M. Mathes Inc., New York.

HARRY INGRAM, formerly of WICC Bridgeport, Conn., has joined the directors staff of Young & Rubicam, New York, as an assistant.

H. E. HUDGINS Co., Baltimore, and St. Georges & Keyes Inc., New York, have merged, operating under the latter name, with Maubert St. Georges as president. Personnel of both agencies are retained. The New York and Baltimore offices will be maintained.

JOSEPH P. BRAUN, assistant director of media of Kenyon & Eckhardt, New York, will succeed Joseph Vessey as media director Oct. 1. Mr. Vessey entered advertising in 1899 with Ray D. Lillibridge Inc., purchased by K&E in 1929. Mr. Braun has been with the agency ten years. Malcolm F. Smith, account executive, has been elected vice president.

SAM KERNER, associate of Lou Irwin Inc., Hollywood talent service, is the father of a girl.

Signs For 'Chef'

CHICAGO DAILY NEWS has signed for local sponsorship of the BLUE's *Mystery Chef* on WENR Chicago, starting Sept. 27. Purpose is to make the newspaper a food authority for consumers, thus making it an ideal advertising medium for the food industry. Series is five-weekly, 2:15-2:30 p.m. for 52 weeks. Agency is Schwimmer & Scott, Chicago.

1500

DAILY BROADCASTS

UP TO OCTOBER 1st!

IS THE RECORD OF

Fulton Lewis, jr.

Here's a man with a "story" to tell . . . and he's told one every night for 1500 nights. For 6 years, Fulton Lewis, Jr. has been analyzing and commenting on news and current events. His "scoops" have made radio history. He is definitely . . .

America's Most Discussed Commentator

You can sell him at your one time quarter hour rate per week. Sell him twice, or three times a day via playback. Call, wire or write: WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

TEST YOUR KNOWLEDGE OF PANAMA

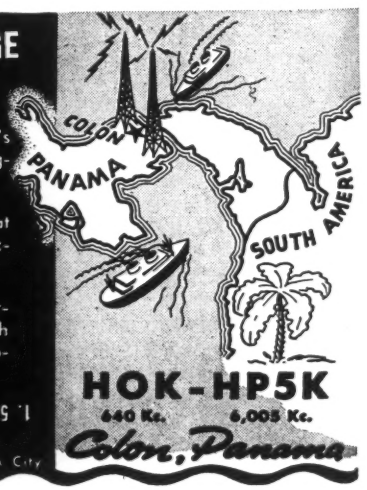
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc. 9 Rockefeller Plaza New York City



HOK-HP5K

640 Kc. 5,005 Kc.

Colon, Panama

USE OF RED CROSS NAME MADE CLEAR

AMERICAN Red Cross in a booklet titled "Use of the Name and Emblem of the American Red Cross in Advertising", applying to radio, newspaper, and magazines, explains use of its name in advertising material.

The statement includes the following specifications: "That such advertising be in complete harmony with the humanitarian purposes of the American Red Cross, and consistent with its policies and broad responsibilities . . . ; that advertisements appealing for funds for the Red Cross must be restricted exclusively to the period immediately prior to and during national campaigns for funds; that other advertisements must be devoted to approved Red Cross statements or messages concerning one of its recruitment, enrollment, or service programs, except in the case of advertisements of benefits authorized under the Red Cross benefit policy."

Fibber Returns

S. C. JOHNSON & SON, Racine, Wis., for the ninth consecutive season, on Sept. 28 resumes *Fibber McGee & Molly* on 128 NBC stations, Tuesday, 9:30-10 p.m. (EWT). Series continues to feature Jim and Marian Jordan in name roles with Arthur Q. Bryan, comedian. Billy Mills returns as the musical director, with the King's Men as featured vocal group. Harlow Wilcox announces and Don Quinn writes the series. Cecil Underwood is Hollywood producer of Needham, Louis & Brorby, agency servicing the account.

OWI Names Jackson

CORNWELL JACKSON has been appointed Deputy Chief of the Hollywood office of the OWI Domestic Radio Bureau, Don Stauffer, chief of the Bureau, announced last week. Mr. Jackson succeeds Nat Wolff who resigned to join MGM [BROADCASTING, Sept. 20]. He has been with the OWI since its establishment, coming to the agency from the old Office of Facts & Figures.

NEW Esso war map will be completely distributed to all Esso dealers by about Oct. 1 at which time the new maps will be plugged heavily on the Esso Reporter program.

'Times' Editorial Attacks Reported Terms of Royalty Deal With Petrillo

FOLLOWING is the full text of an editorial in the *New York Times* Sept. 23, titled "Why Petrillo Wins":

One of the phonograph record companies has succumbed in large part to Mr. Petrillo's demands. It has signed a four-year contract with him agreeing to pay fees on every record it sells, ranging from one-quarter of a cent on records selling for 35 cents to 5 cents on a $2 disk. It has still not been made entirely clear to whom these fees are to be paid. According to earlier reports they were to be paid to the musicians actually engaged in making the recordings. It was understood that the musicians, in turn, would be taxed by the Petrillo union to aid its unemployed members. Later reports, however, are that the fees will be paid by the record company direct to the union and not to the musicians making the disks.

Either of these arrangements would be unsound in principle, though the second would be the worse. In either case Mr. Petrillo would be levying a private tax—in one case on employers, in the other on members of his own union. The second arrangement would be unobjectionable if the members of his union were in fact as well as theory merely voluntary members free to remain with or to leave the union as they saw fit. But their membership is, in fact, obligatory. Through the irresponsible powers that Mr. Petrillo is free to exercise under exisiting law a musician, no matter how competent, can be effectively prevented from making a livelihood unless he is a member of the Petrillo union. Nevertheless, the membership of the union would presumably retain at least a nominal control over the funds that they were forced to turn into its treasury.

If the fees on record sales are to be paid directly to the Petrillo union, however, the resulting situation would be much worse. In that case Mr. Petrillo would be levying his private tax on employers. At best he would be administering a private system of unemployment relief. But there would be no public control whatever of the manner in which he used these funds. If only a small part of the funds actually went for paying unemployed musicians, if the bulk of them were used instead to increase the salaries or expense accounts of Mr. Petrillo and other union leaders, neither the record companies nor the consuming public that ultimately paid this private excise tax through higher record prices would have anything to say about the matter. If Mr. Petrillo can succeed in getting this principle established, he will render himself and his fellow union leaders financially independent even of the members of their own unions.

It would be lacking in clarity of thought to put the primary blame for the resulting situation either on Mr. Petrillo personally or on any record company that succumbs to his terms. The primary blame must be placed on the Administration and Congress, who, by their official labor policy, have placed in the hands of labor leaders the private irresponsible powers which enable them to drive such anti-social bargains.

PHIL LAESER, technical supervisor for W55M, *The Milwaukee Journal* FM station, reports the station has achieved its full authorized input power of 60.5 kw. Experimentation on a model at the Armstrong Laboratories in Alpine, N. J., was followed by a successful change in the antennae and transmission lines.

The shots heard 'round the world

DOUG ARTHUR
Doug Arthur produced over $48,000 worth of business for one account during the past ten weeks on Danceland. One 15-minute period available now
ZELLA DRAKE HARPER
Zella Drake Harper has packed the WIBG Auditorium with women for visual canning for Victory Demonstrations for the past 6 weeks in connection with her daily program participations available. Get the Full Story

And the smart shots will get busy buying into these programs if they want this type of result for their accounts. Write or wire for complete stories on these programs . . . National Representatives, Spot Sales, Inc.

PHILA.'S MOST POWERFUL INDEPENDENT

WIBG

10,000 WATTS · DAY AND NIGHT

990 Kilocycles

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

N. Y. Coffee Series

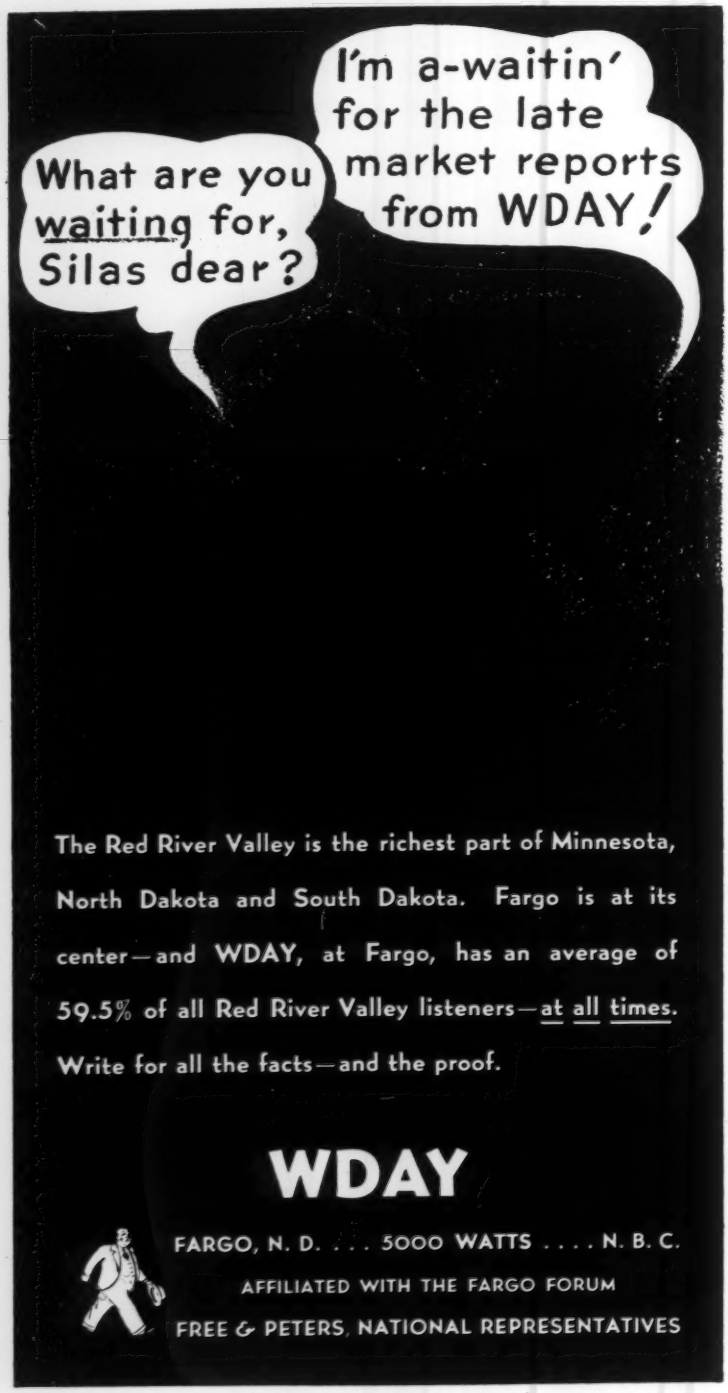
OLD DUTCH MILLS Inc., New York, has started a spot campaign on six New York stations for Old Dutch Mills Coffee. Transcribed announcements are used about five times weekly on WLIB WHN WMCA WNEW WQXR WEAF. Major portion of the schedule got under way last Sunday. Agency is Peck Adv., New York.

AMONG speakers scheduled to give lectures on salesmanship and advertising during the 1943-44 season of the Advertising and Selling Course of the Advertising Club of New York are Edgar Kobak, executive vice-president of the BLUE; Julius Haber, publicity director of RCA Mfg. Co.; Howard Newton, copy director of J. M. Mathes Inc., and Richard Manville, director of research of Donahue & Coe.

Take 'Funny Money'

THREE department stores signed recently for *Funny Money Man*, syndicated script show produced by Allen A. Funt Radio Productions, New York. Wrenn's started the program on WIZE Springfield, Ohio, Oct. 4, and Modell's on WTMA Charleston, S. C., Sept. 9. B. H. Levy Co., Savannah, is running the series on WTOC in that city. With the addition of two other station subscribers—WGH Norfolk, and WKBN Youngstown—the series will now be carried on a total of 64 stations.

WALTER COLLINS, in charge of the Cairo bureau of United Press, has been appointed Middle Eastern business manager of UP.


What are you waiting for, Silas dear?
I'm a-waitin' for the late market reports from WDAY!
The Red River Valley is the richest part of Minnesota, North Dakota and South Dakota. Fargo is at its center—and WDAY, at Fargo, has an average of 59.5% of all Red River Valley listeners—at all times.
Write for all the facts—and the proof.
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Bond Stunt

BOND SELLING for 17 hours reaped rewards Sept. 21, as Kate Smith sold $30,407,550 worth of War Bonds. Beginning at 8 a.m. and winding up at 1 a.m. the following morning, the singer appeared on all CBS programs for the day, a total of 64 broadcasts, making a Bond appeal on each one. Last October Miss Smith sold more than $2,000,000 in bonds during a similar round-the-clock campaign.

Coal Co. Will Use Spots Urging Saving of Fuel

TYING in with the conservation phase of the Government's fuel supply campaign, Anthracite Industries, New York, will use spot radio to call attention to newspaper ads showing consumers how to help cut coal consumption by 10%. Anthracite Industries will use a series of six one-minute spots on two successive days, probably Oct. 13 and 14, on 20-25 stations in the anthracite marketing area, which extends from Washington to Buffala. The two-day spot campaign may be followed by more use of radio. Agency is N. W. Ayer & Son, New York.

Swift on Sardi's

SWIFT & Co., Chicago, on Dec. 21 will begin thrice weekly participations on *Breakfast at Sardi's*, heard on 13 BLUE Pacific stations, for Jewell shortening. As the eighth participating sponsor on the West Coast version, Swift will take the 9:40-9:45 a.m. (PWT) period, Tuesday, Wednesday and Friday. The company also sponsored a quarter-hour of the BLUE *Breakfast Club* program five days weekly for Premium bacon and ham. Agency is J. Walter Thompson Co., Chicago.

Beer Co. Airs Bears

ATLAS BREWING Co., Chicago (beer), beginning with the Green Bay Packers-Chicago Bears professional football game, Sunday, Sept. 26, will sponsor all home and away games of the Bears on WIND Gary with exclusive coverage of the 10 game series. Games out of Chicago will be aired on WIND by means of wires direct from the playing fields. Agency is Arthur Meyerhoff & Co., Chicago.

Industry to Meet With Army Heads

Radio Leaders to Attend War Production Conference

TO ACQUAINT leaders of industry with the military job facing the Allies as large-scale offensive operations get under way, Under-Secretary of War Robert P. Patterson last week called a conference to be held Sept. 27 and 28 at the Pentagon in Washington, D. C.

Gen. George C. Marshall, Chief of Staff, will outline to the conference the status of military operations in all combat zones. Maj. Gen. George V. Strong, chief of the Military Intelligence Service, will give a confidential appraisal of the military and economic strength of the Axis.

The conference will hear an explanation of United Nations strategy from Lt. Gen. Joseph T. McNarney, Deputy Chief of Staff, and a first-hand report of the performance of our equipment in the field by Lt. Gen. William S. Knudsen, Army Director of Production, who recently returned from a 30,000-mile trip to the South Pacific. C. E. Wilson, executive vice-chairman of the War Production Board, will discuss the job to be done on the home front.

Radio Represented

Recognition of the role of broadcasting in the war picture was shown in a list of prominent leaders who will attend the conference. This includes Niles Trammel, NBC president; W. S. Paley, CBS president; Neville Miller, NAB president; Mark Woods, BLUE president; David Sarnoff, RCA president. Miller McClintock, Mutual president, was also invited to attend and his acceptance was expected.

Among others prominent in radio who accepted invitations are John Ballantyne, president of Philco; W. M. Angle, president of Stromberg Carlson; C. G. Stoll, president of Western Electric; C. H. Lang and Earl Shreve, General Electric vice-presidents; F. D. Newbury, vice president of Westinghouse; and Gardner Cowles, publisher of the *Des Moines Register & Tribune* and president of the Iowa Broadcasting System.

POSTERS by famous illustrators, among them James Montgomery Flagg, are a part of a CBS program promotion campaign conceived by (l to r) Thomas D. Connolly, director of program promotion; Paul Hollister, vice-president in charge of advertising and sales promotion, and Harry O'Brien, network art director. Promotion will also include newspapers, magazines, transportation advertising and direct mail.

'Revival' Shifts

GOSPEL BROADCASTING Assn., Los Angeles, will shift its *Old Fashioned Revival* program on the full Mutual network from 9-10 p.m. Sundays to the earlier 7-8 p.m., hour offered by Mutual when the Cleveland Symphony concert series was signed for 9-10 p.m., beginning Oct. 10 [BROADCASTING, Sept. 20]. This will require moving the *Voice of Prophecy* from the 7-7:30 p.m. spot, to 9:30 Sunday mornings, starting Oct. 10. R. H. Alber, Los Angeles, handles the Gospel account, and J. C. Hoskins & Associates, Chicago, is the agency for Voice of Prophecy Inc., Los Angeles.

Teem Radio Test

GENERAL FOODS Corp., New York, to introduce its new product "Teem", a combination of tea and South American mate, is using radio and newspapers in the Harrisburg area. Schedule, which started Sept. 19 for a ten-week period, includes 52 chain breaks and 132 one-minute announcements on WHP, and 72 one-minute announcements on WKBO, the two Harrisburg stations. In addition, Teem is promoted on WHP on a Sunday 6-6:15 p.m. program, *Night Editor*. Agency is Benton & Bowles, New York.

BOTANY WORSTED MILLS, New York, has resumed its cartoon film featuring the Botany "wooly lamb," on WNBT, NBC television station, and WRGB Schenectady by direct pick-up.

Y & R Honors Radio

YOUNG & RUBICAM, New York agency, will pay tribute to radio's part in the war effort by publishing an advertisement during the week of Oct. 18 in BROADCASTING, *Fortune*, *Newsweek*, *Time*, *Editor & Publisher*, and the *New York Times*. Other media are to be similarly honored on successive weeks beginning Sept. 26.

RCA LABS ISSUES BOOK ON RESEARCH

WORD-AND-PICTURE tour of the RCA Laboratories at Princeton, N. J., is contained in a 58-page booklet "RCA Laboratories—A New Center of Radio Research and Pioneering", describing the past and present of the three-story structure with its 150 laboratory bays.

Facilities for television research include a control room and two-story studio designed for normal sound characteristics, described by scientists as "the last word in facilities for television research." The free field sound room is echo-proof, offering acoustic conditions as perfect as obtainable outdoors. Another unit is a "living room" designed as the acoustic equal of the ideal living room in which radios and other sound instruments are developed and tested for normal home use.

RCA also issued an illustrated pamphlet containing the speeches made at the presentation of the Army-Navy "E" Award to RCA Labs., June 17, 1943.

School to Sponsor

AMERICAN SCHOOL, Chicago, has signed a two-week contract with WHN, New York, for two news programs weekly by Sid Walton, starting Sept. 18 as the initial part of its annual national campaign to promote correspondence courses. The school used five-minute and quarter-hour news and music programs on 53 stations in the drive which started last fall. Equity Adv., New York, is Agency.

BRITISH Information Service has bought the translation rights to *Education for Death*, by Gregor Ziemer, commentator for WLW Cincinnati. The book is to be translated into Italian, and circulated in Italy, evidently to show the Italians what the Nazi school system did to German minds.

RADIO CHURCH
NBC Studio Conforms With Three Major Faiths

STUDIO settings for NBC's religious broadcasts are interchangeable—creating appropriate atmosphere for programs of each of the three major faiths. Network emphasizes that the studio thus decorated is not intended to constitute a gathering place for religious worship.

Equipment which can be rearranged for Protestant, Catholic and Hebrew broadcasts includes an altar, two pulpits with flute designed screens, eight choir stalls and benches for visiting speakers. Special accessories for Hebrew broadcasts consist of the seven-branch candelabra, and a blue velvet cloth bearing a gold Star of David. Dedication took place June 6. For Protestant services, a cross, lighted by neon tubes, is hung before an altar back-drop. First Protestant ceremonies in the new studio were held May 23. A crucifix is attached over the cross for Catholic services. Dedication will take place this fall.

Adler Expanding Spots

ADLER SHOES FOR MEN, New York, is expanding its spot advertising in the New York area following a test campaign this summer. Firm is continuing 14 one-minute transcribed musical announcements weekly on WNEW New York and is adding 20 spots a week on WMCA. The WHN schedule, effective Sept. 27, expands to 71-72 time signals weekly, aired every other hour, with the possibility of an hourly schedule in the offing. Agency is Consolidated Adv., New York.

KOZY?
WHO?
WHEN?
WHERE?

5000 WATTS
DAY & NIGHT
WDEL
1150KC
WILMINGTON, DELAWARE
Sales Representative
PAUL H. RAYMER

Best Seller

A recent test offer on a 15-minute daytime program running currently on WOAI brought proof of purchase from an average of ONE out of every EIGHT radio homes in 50 Texas counties.

Not only that, but each letter received contained from 10 to 15 cents in cash in response to the offer!

Yes, for an entire generation WOAI has been the "best seller" in Central and South Texas. Year in and year out, WOAI sells more merchandise to more people in this prosperous section than any other station!

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio
Represented Nationally by EDWARD PETRY & CO.
The Powerful Advertising Influence of the Southwest

Cox Probe Asks FCC Side

(*Continued from page 12*)

R. Denny, FCC general counsel, about presentation of rebuttal testimony in the Commission's behalf on the FBIS-RID issues. Chairman Fly has consistently complained that the FCC has not been permitted to defend itself and that the proceedings were "star chamber." Until the Committee completes presentation of its testimony regarding these phases, it is doubted whether the lineup of FCC rebuttal witnesses will be formulated. But it was anticipated that before the Cox Committee files its interim report with the House, testimony from the FCC will be adduced.

Based on investigations made by the Cox Committee staff, it was presumed the Committee would inquire into the cleavage between Chairman Fly and NAB President Neville Miller over activities of the trade association and opposition of Mr. Fly to Mr. Miller. Thereafter, based on Committee investigations, it was thought individual station cases, such as those involving WMCA New York, and its transfer in 1941 to Edward J. Noble, as well as other station acquisitions and transactions, would be covered. No agenda, however, has been released.

Efforts of Commissioner C. J. Durr to have Rep. Cox (D.-Ga.), chairman of the Committee disqualified by the House on grounds of alleged "bias and personal interest" were brushed aside last week by the House Judiciary Committee. Mr. Durr had petitioned Speaker Rayburn (D.-Tex.) last May to have Rep. Cox ousted. The petition was referred by the Speaker to the Judiciary Committee.

No Jurisdiction

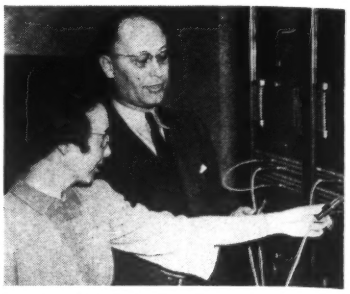
Last Thursday it was revealed that Chairman Sumners (D.-Tex.) of the Committee notified Mr. Durr that Committee members, along with himself, felt that they had no jurisdiction and no responsibility with reference to the complaint. Mr. Durr's last letter, dated Sept. 14, charged that the activities of the Cox Commitee "have more than confirmed my original feeling that an investigation by a Committee created and staffed as this one is, could serve no purpose save to prostitute the investigatory powers of Congress."

The Cox Committee has begun preparation of its interim report, it was learned, as well as proposed accompanying legislation. The intention of the Committee to have Chairman Fly cited for "contempt of Congress" because of his refusal to produce documents and answer questions in connection with the Neville Miller trial by the Board of War Communications in his only appearance before the Committee on July 9 already has been disclosed [BROADCASTING, Sept. 13].

Planning the Record

The record of the hearings, carried on both in New York and Washington since July 2, now is being planned.

It was expected that completion of the RID-FBIS phases might consume another two or three weeks. In addition to Commissioner Craven, Dr. Richard D. Leigh, chief of FBIS, other members of his staff and Matthew Gorden, OWI Overseas Branch official, are expected to be called.



PLUGGING for women in the control room, is Mary Ellen Trottner, of WCCO Minneapolis engineering staff who has just received a First Class Radio-Telephone Operator's license, making her one of two women in Minnesota to hold such a license. Miss Trotter shows her engineering skill to the WCCO chief engineer, Hugh McCartney.

LaRoche Lauds Radio Aid In Talk to Sales Heads

USING the work of the War Advertising Council as an example of the "new competition", Chester J. LaRoche, chairman of the Council, speaking to the Sales Executives Club last week at the Hotel Roosevelt, stated that the prosperity of America will depend largely on the ability of highly competitive business groups to continue cooperating in the nation's interest.

Mr. LaRoche spoke of the preparation for the Treasury Dept.' Second and Third War Loan drives. He told how "radio broadcasts promoting the Second drive totaled 118,000 announcements and 8,000 programs of 15 minutes or more, with estimated value of the radio time alone being $6,000,000 for the three-week period."

Expands Spot List

AUSTIN TECHNICAL PUBLISHING Co., New York, will expand its spot campaign for *Guide to Intimate Letter Writing* to a list of 100 stations after Oct. 10. Firm started the drive in June and is now using 18 stations. Directed at women who might want tips on how to write to servicemen, the drive consists of five-minute transcriptions dramatizing activities in Army camps. Premium offer of a booklet is included. Contracts continue till forbid according to Carl Calman Inc., New York agency.

WDBJ is one of those several unique stations scattered over the U.S. which give their advertisers this *unmatchable* value—the *exclusive* listenership of important markets which are satisfactorily served by no other stations.

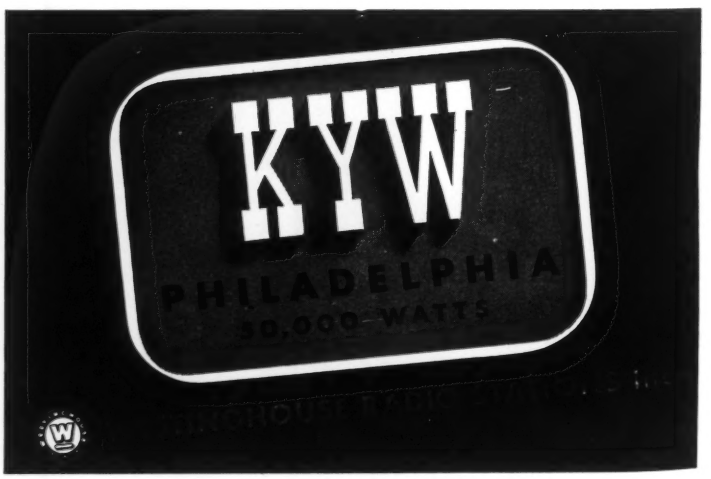
Yes, WDBJ covers only some 27 daytime primary counties. But in those 27 Roanoke - Southwest Virginia counties, WDBJ is the *only station that can be heard* (without fading or interference) *at all times.* AND—in those 27 counties are 28.6% of Virginia's radio homes, 25.8% of its buying power, 25.7% of its total retail sales!

Moral: You get two or three or four times your normal money's-worth when you use WDBJ. Write for all the facts—*now.*

WDBJ ROANOKE VA.

CBS · 5000 Watts · 960 KC
Owned and Operated by the TIMES-WORLD CORP.

FREE & PETERS, Nat. Representatives



Vital Need of Advertising During War Shown in Summary by Commerce Dept.

THAT the Federal Government is on record as favoring continuance of advertising schedules in all media as a contribution to the war effort is the outstanding conclusion to be drawn from a 96-page illustrated compilation on *Advertising and its Role in War and Peace*, issued by the Dept. of Commerce.

The booklet, which quotes leading government officials, from President Roosevelt down, is described as an answer to those who have said the Administration is unfriendly to advertising.

News release which accompanied the booklet quotes its recognition of advertising as "a vital cog in our free enterprise system" and a "potent medium for distributing information" to the people at a time when the need for accurate information is greatest.

'Information Industry'

The publication is stated to be addressed to "those who shortsightedly" view advertising as "an economic waste in wartime", and informs them that the Government "strongly disagrees with this attitude."

The Commerce Dept. "in adhering to its statutory function—to foster, promote and develop foreign and domestic commerce—has watched advertising develop into a powerful information industry, a consistent builder of business," the booklet says in its introduction.

"With the attack on Pearl Harbor, the department immediately recognized that advertising would be a major weapon on the home front. People had to be informed. Talents used effectively in creating a desire for goods could with equal effectiveness show how to win the war.

"At the same time, the department sensed the danger of a gradual decrease or cessation of advertising, either by companies that had converted wholly to war production or by those whose civilian output had been curtailed. In either case carefully built brand names, trademarks and goodwill would suffer."

Referring to advertising as a "mighty force for social good" the department states it has continually reminded both business and Government of the necessity of advertising. Business has shared this viewpoint, as shown by its continued use of all media, and the Commerce Dept. offers its evidence of government's approval in the booklet just published. Exhibits are headed by Secretary of the Treasury Morgenthau's testimony May 28, 1942, before the Joint Committee on Internal Revenue Taxation, in which he stated the now well-known attitude of the Internal Revenue Bureau on deductibility of advertising expenditures in tax returns.*

The booklet says that the trend toward maintenance of advertising schedules indicates that business is not inclined to the mistakes made in the last war, when some companies dropped from sight and "by the end of the war discovered just how forgetful is the public."

Advertising and its Role in War and Peace was compiled by Corrie Cloyes of the Bureau of Foreign and Domestic Commerce. Copies may be obtained by writing to the Bureau in Washington or to any of the Commerce Dept. field offices.

* The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts, or goodwill advertising calculated to influence the buying habits of the public.

Grid Games Televised

PHILCO RADIO & Television Corp., Philadelphia, will sponsor the television broadcasts of the U. of Pennsylvania football games on its own station, WPTZ Philadelphia. As in the past, WPTZ will use the regular radio announcer, Byrum Saam, for the audio end of the telecasts, synchronizing the sound with the pictures of the television cameras. On the radio band, the games are sponsored by Atlantic Refining Co. and carried by WCAU [BROADCASTING, Sept. 20].

Bercovici to WLW

B. S. BERCOVICI, commentator formerly with Mutual, has joined the news staff of WLW Cincinnati. He will broadcast at 8:15 a.m. Monday through Saturday and 10 p.m. Monday through Friday. He was first with WINS New York, then news analyst for Mutual from WSAY Rochester, and later with WHN New York. He is a specialist in European affairs.

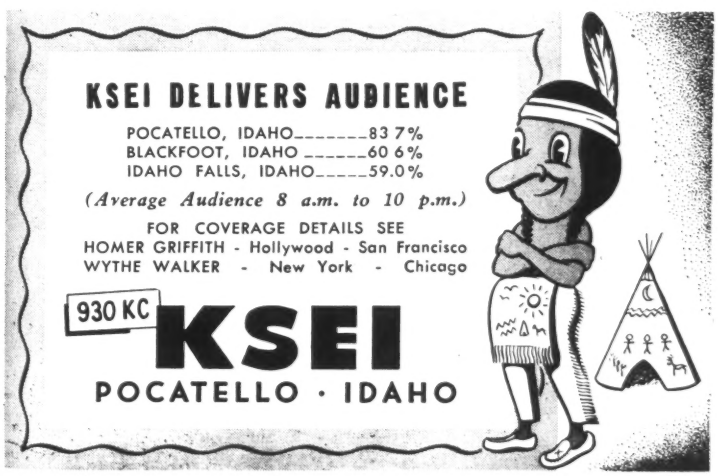
North Central Moves

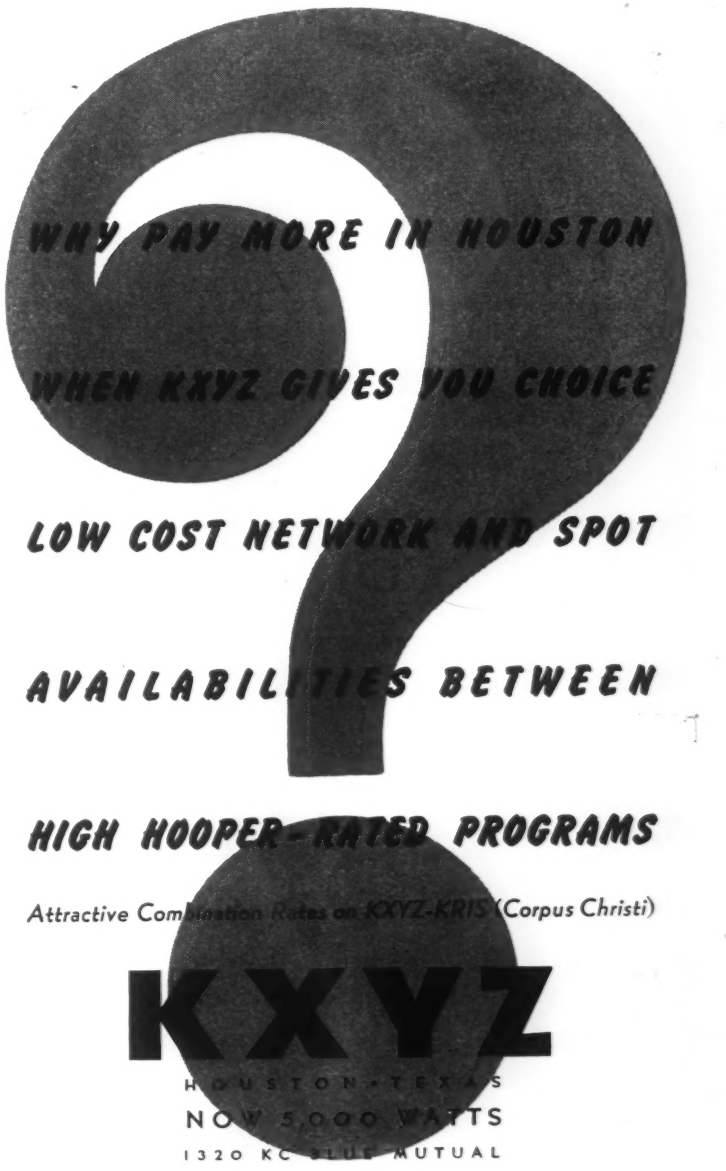
NORTH Central Broadcasting System, on Oct. 1 is moving its executive offices from the Commodore Hotel to the First National Bank Bldg., St. Paul, because of the need for increased space. The regional network has branch offices in New York and Chicago.

NBC War Coverage

DON HOLLENBECK, NBC correspondent transferred to North Africa from London two months ago, is with Lt. Gen. Mark W. Clark's Fifth Army in Italy and was on one of the first invasion barges to land at Salerno, NBC has revealed. Ralph Howard, NBC reporter in Africa, is with the advance Allied air echelon in Italy, reporting on the drive of the British Eighth Army. Standing by in Algiers to transmit news from the fighting fronts to NBC in New York is Merrill Mueller.

DAVE GREGORY, writer on Hollywood staff of Earle Ferris Associates, radio publicity service, is author of *The Kid from Brooklyn*, a story of Danny Kaye, film actor-singer in recent issue of *Liberty Magazine*.





REPRESENTED BY THE BRANHAM COMPANY

SORRY FOLKS!
(Like heck, we are)
WE'LL HAVE TO TAKE DOWN
The
"AVAILABLE NOW"
Sign

"HARRY McTIGUE
VIEW SPORTS"
is now sponsored by
FALLS CITY BEER
THAT MEANS STILL
"ANOTHER CALL FOR—
FALLS CITY"

SPOT SALES
NATIONAL
REPS.

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Contempt Charged In Refusal by Fly

Rep. Jones Claims Chairman Keeps Data From House

REFUSAL of Chairman Fly of the FCC and Director of the Budget Harold Smith to produce documents called for by the Cox select committee in the early part of its inquiry was the subject of criticism in the House last week by Rep. Jones (R-Ohio).

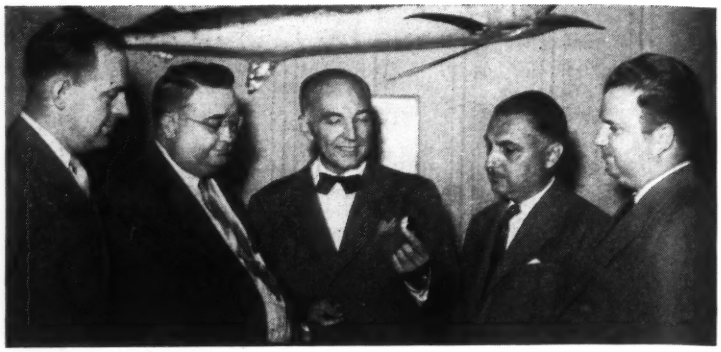
In an attack on waste in the Government during which he charged the executive agencies with a "studdied effort" to withhold important information from Congress, Mr. Jones asserted that "the pattern of keeping Congress in the dark also worked with congressional committees".

Confidential Papers

"I saw convincing evidence of it a few days after Congress adjourned," he continued. "The Cox select committee presented a subpoena duces tecum to James Lawrence Fly, chairman of the Board of War Communications and chairman of the FCC, and to Harold Smith as Director of the Bureau of the Budget. Both men refused to bring the papers called for . . . on the grounds that they were confidential and to this day the select committee does not have the information.

"To me, this presents a fundamental issue that the Congress . . . ought not take long in settling and I hope that the Cox select committee brings the matter to the floor of the House for contempt charges against Mr. Fly and Mr. Smith because this Congress is entitled to any facts requested and any documents having to do with an agency that Congress created."

The incident referred to by Rep. Jones occurred during the second week of the Cox committee hearings. Mr. Fly refused to produce documents relating to a "secret investigation" by the BWC of Neville Miller, NAB president, on the grounds that release of the data would adversely affect the national security. Mr. Smith told the committee he had been directed by the President to withhold Budget Bureau files dealing with recommendations by the Army and Navy for the transfer of the Radio Intelligence Division of the FCC to the military [BROADCASTING, July 12].



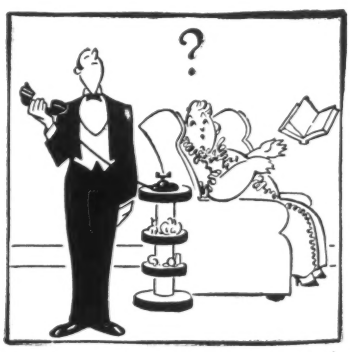
TIE-UP OF TICKETS to *America's Town Meeting of the Air* and sale of War Bonds is celebrated, as a total of $2,306,705.00 was taken in for the Bond drive when the Forum broadcast from WISH Indianapolis Blue outlet. Men responsible for campaign's success are (l to r): Robert E. Bausman, business manager of WISH; Elmor F. C. Weber, president of the Marion County League of Savings & Loan Ass'n; George V. Denny Jr., moderator of *Town Meeting;* C. Bruce McConnell, president of Capitol Broadcasting Corp.; J. W. Van Briggle of the Marion County Ass'n.

Digest on Blue

READERS DIGEST ASSN., Pleasantville, N. Y., will sponsor Frazier Hunt on its new Thursday evening quarter-hour program which starts Oct. 7 on the full BLUE Network. Hunt, who has joined the staff of the *Readers' Digest* as a roving reporter, will interview people in the news, ranging from government celebrities to war heroes and local figures in the 10:15-10:30 p.m. spot. Agency is BBDO, New York.

WTAW is 168th Blue

WTAW, College Station, Tex., owned by the Agricultural & Mechanical College of Texas, will become a bonus station affiliated with the BLUE Oct. 1, bringing the total number of BLUE stations to 168.



"Since we have no Snuffy-Wuffies in our pantry, Madame, the announcer on WFDF Flint Michigan regrets he cannot send you two dollars."

A WCPO feature
Consistently HIGH
Hooper Ratings
Summer and Winter

C. E. HOOPER • Cincinnati Audience Measurements • Percentage of listeners—July-August, 1943

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	31.0	24.8	14.0	18.8	11.4
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	39.1	25.0	9.1	13.2	13.6
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	38.6	13.0	18.7	13.5	16.1

WCPO
CINCINNATI'S NEWS STATION

OWI Radio Group Will Meet Oct. 5

Elmer Davis Air Talks Among Topics to Be Discussed

PALMER HOYT, OWI Domestic Director, last week called the Radio News & Policy Committee to meet with him Oct. 5 in Washington for a general exploratory discussion of OWI operations of interest to broadcasters. This will be the first meeting of the committee, membership of which was announced last month [BROADCASTING, Aug. 23].

The meeting will provide an opportunity for the committee to bring up matters concerning the radio job in the war. No agenda has been arranged.

Elmer Davis, OWI director, is expected to attend the discussion of resuming his weekly talks on the air will be taken up. Mr. Davis has expressed a preference for a Sunday night spot instead of his previous Friday evening period and has stated that he would be satisfied with one or two networks rather than the four allotted to him.

Wants More Time

One of Mr. Davis' principal objections to the Friday period is that it affords him little time to write his talk and that he could do a better job if he were not forced to rush from his office to the studio.

Mr. Hoyt plans to give the committee an overall picture of the OWI organization, to outline changes which have been made in the Domestic Branch and to discuss problems involving program clearance which resulted from the cut in OWI appropriations. The operations of the new voluntary control centers established by the industry to clear programs with the OWI regional station relations offices may come up for discussion.

Members of the Committee are: William S. Paley, CBS president; Niles Trammell, NBC president; Mark Woods, BLUE president; Miller McClintock, Mutual president; Lewis Allen Weiss, vice-president and general manager, Don Lee; Leo Fitzpatrick, executive vice-president and general manager, WJR Detroit; Herbert L. Pettey, director, WHN New York; Martin B. Campbell, managing director, WFAA WBAP KGKO Dallas-Fort Worth; and Neville Miller, NAB president.

Gaby

ADDING SPARK to McClatchy stations (KFBK KMJ KWG KERN KOH) promotion is Gaby, Walt Disney creation. Gaby, and his twin brother Scoopy—who is acting in a similar capacity for the McClatchy newspapers (*Sacramento Bee, Fresno Bee, Modesto Bee*), come from pioneer stock and compose the third generation of celebrated McClatchy "bees". It was doubtful at first whether Gaby and Scoopy would be launched upon their present career, as Disney does not do that type of commercial work—that is until it was decided the payment ($1,500) for the work would go to the Army Relief Fund.

NBC Newspaper Drive Claims Best Shows Aired

FIRST major consumer newspaper campaign to be used by NBC started last Friday in all newspapers in the six cities where NBC has M&O stations—New York, Chicago, Cleveland, Denver, San Francisco and Washington. Scheduled to run daily from Sept. 26 for several weeks in those cities, as well as locally by many NBC affiliated stations, the campaign is placed by J. Walter Thompson Co., New York.

The intial full-page advertisement, captioned "The Greatest Shows in Radio Are on NBC", mentions current star shows, saying the programs have reached "A new peak in entertainment . . . better even than that of previous seasons . . . in which national listener surveys repeatedly rated NBC shows the best nine out of the first 10 . . . the best 16 out of the first 20 . . . the best 34 out of the first 50 . . . among all programs on the air."

Wander Resumes

WANDER Co., Chicago (Ovaltine) on Sept. 27 resumes sponsorship of *Capt. Midnight*, children's dramatic serial heard Mondays through Fridays 6:45-7 p.m. on 67 BLUE stations. Cast will remain the same with Ed Prentiss in the title role. Agency is Blackett-Sample-Hummert, Chicago.

Canada Session

THE CANADIAN Assn. of Broadcasters has announced it will hold its annual convention at the Chateau Frontenac, Quebec, Feb. 14-16. No agenda has been drawn up, but power increases and labor problems will be considered.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP
Again in October

A predicted increase, according to Sales Management, of 16.8% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market. Basic CBS for Connecticut.

CBS

any way you figure

—there are choice times during day or night when KECA will give you more listeners per dollar than any other network station in Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

Power AND POPULARITY
WCAO
The Voice of Baltimore

5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆
The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.
National Sales Representatives
New York • Chicago • San Francisco • Los Angeles

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

New Brass Rail Program

LATEST radio venture of the Brass Rail Inc., New York restaurant chain, is for the wartime purpose of avoiding additional business while still maintaining a trade name through to the post-war period. The restaurant has discontinued its recorded music on three New York stations, and on Sept. 26, 12-12:15 p.m., started a 52-week institutional series on WJZ New York. The program, *Moments of Memory*, features live music by Chester Gaylord, pianist. In line with the company's policy not to attract more patrons, the commercials merely suggest dropping in for a Sunday dinner. Jack Steiner is account executive for Blackstone Co., New York agency.

Le Clair Sentenced

JOHN CHARLES LE CLAIR, former professor and commentator on New York stations, has been sentenced to a year and a day imprisonment and fined $9,000 in U. S. District Court on his plea of guilty to an indictment, charging him with acting as paid agent of Japan without registering as such.

Chicago War Fund

RUTHRAUFF & RYAN has been named to handle all radio for the thirteen million dollar Chicago Community and War Fund drive. The campaign, which starts Oct. 1, runs seven weeks. Ros Metzger, vice-president and radio head of the Chicago R&R office, will have charge, assisted by his entire staff.

Hear Censor Case, CIO Urges FCC

Wants to Know If Stations Violated Free Speech

DOUBLE-BARRELLED protest by the United Automobile Workers (CIO) has been registered on discrimination by radio stations in alleged violation of the principle of free speech. Richard T. Frankensteen, UAW vice-president, filed a petition with the FCC last week for an informal hearing on censorship and operation contrary to public interest by WHKC Columbus, O., while R. J. Thomas, UAW president, stated he would protest to the FCC "to determine whether the radio stations are using their Government-given monopolies to protect food profiteers and their agents in Congress, at the expense of free speech".

Says 9 Refused Spots

Mr. Thomas charged that nine major radio stations are refusing to sell time for a radio campaign supporting the President's program to roll back prices, having "thrown out" transcribed programs for which the union had sought to buy time. Stations said to have refused the program are WJZ New York, WTOP Washington, WMAL Washington, KNX Hollywood, KMOX St. Louis, WMAQ Chicago.

The rejected program urging the necessity for the roll-back and asking listeners to write their Congressmen to support it, was the subject of a letter to NAB members last July 23 in which Willard Egolf, assistant to NAB president Miller, pointed out that the material was controversial within the meaning of the NAB Code, which forbids sale of time for broadcasting controversial material, and urged that station management "should accept the responsibility of considering this matter as a controversial issue and allot time to both sides or schedule it on a public forum broadcast, if consistent with the public interest."

Mr. Frankensteen's petition charges that in deleting from his speech on WHKC Aug. 8 [BROADCAST.NG, Aug. 23] criticism of Senator Taft (R-Ohio) and Rep. Vorys (R-Ohio) and praising Senator Burton (R-Ohio) for their voting records, WHKC did not carry out any uniform policy, but discriminated against him and the UAW-CIO. Carl M. Everson, station manager, stated he had acted in accordance with the NAB Code.

SEERS PEER into the future of the contract signed by Hugh M. Woods (right), president of Hugh M. Woods Co., starting his 15th consecutive year of advertising with KLZ Denver. KLZ Production Manager Pete Smythe predicts great results from the contract.

Staley on Blue

A. E. STALEY MFG. Co., Decatur, Ill. (milling products), beginning in December, will sponsor a new quarter-hour program 10-10:15 a.m. Mondays through Fridays on all BLUE network stations for 52 weeks. Format and product have not been decided. Agency is Blackett-Sample-Hummert, Chicago.

WEED AND COMPANY
NEW YORK
BOSTON
DETROIT
CHICAGO
HOLLYWOOD
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

LARGE-SIZE VIDEO PATENTS CLAIMED

LARGE SCREEN television reception, either in black-and-white or full color, will be available for homes, schools, churches and theatres after the end of the war through patents recently granted Scophony Corp. of America, Arthur Levey, SCA president, announced last week. "The color process," he said, "is based on the same method that is used in the Technicolor and Kodachrome processes."

In a talk before the American Television Society in New York last Wednesday evening, Mr. Levey said large pictures are necessary in the home, as smaller screens are not adequate for sports pickups. Commenting on the view that television broadcasts may develop as a subscriber service for economic reasons, Mr. Levey said Scophony has patented a television method for transmitting scrambled signals which can be unscrambled only by the sets of subscribers.

Richard Hubbell on N. Y. Ayer & Son spoke on the ATS post-war plans [BROADCASTING, Sept. 20].

AFRA Meeting

REQUEST that the minimum wage scale for artists performing for transcribed programs be placed on a parity with the network scale was made by the American Federation of Radio Artists at a meeting with the signers of the union's transcription code to begin discussions on the new contract succeeding the present agreement expiring Nov. 1, 1943. Meeting was held last Wednesday at the Bar Assn., New York, where a second session will meet this Wednesday, (Sept. 29) at 3:30 p.m. Present minimum scale for a quarter-hour program with an hour's rehearsal is $18 for a transcription and $23.10 for a network broadcast.

Bond Shows Sponsored

WITH the opening of the Third War Loan Drive KSD St. Louis has sold some 50 St. Louis business concerns the idea of sponsoring War Bond programs during the three weeks of the drive. Many of the concerns have never before used radio for advertising of any sort. The programs, which are all 15 minutes in length, are being spotted during the daytime hours and vary in style according to the desires of the sponsor.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

Pepper Featuring Pearce

DR. PEPPER BOTTLING Co., Dallas, which some weeks ago purchased 120 stations of the BLUE for a half-hour Sunday afternoon program starting Oct. 3, has announced that the series will be titled *Al Pearce & His Gang in Fun Valley*. Pearce will be featured together with "Happy Jack", Martha Mears and Ivan Dittmars' orchestra. Guest stars will join the gang. Jack Hasty will write the show, with Ken Niles announcing. Agency is Tracy-Locke-Dawson, Dallas.

Expedited Action Asked In Transfer of WFTL

THE FCC last week granted the petition of Ralph A. Horton, owner of WFTL Ft. Lauderdale, Fla., and The Fort Industry Co., headed by Lt. Com. George R. Storer, asking that the hearing be expedited on applications of Mr. Horton for assignment of WFTL to Fort Industry, and on application of Fort Industry for license to cover construction permit authorizing WFTL to change its frequency from 1400 to 710 kc, increase its power from 250 to 10,000 watts [BROADCASTING, Sept. 13], and move from Ft. Lauderdale to Miami, Fla. (contingent on approval of the transfer.) Hearing was set for Oct. 11 in Miami.

The petition to speed the hearing set forth that the present operation of WFTL, now on a temporary license, is and has been losing money for a long time. The hearings were consolidated.

VIEW FOR NEWS
Newscaster Gets Interviews With Famous Folk

MAN with imagination is Foster May, Omaha newscaster and special eventer, who has pulled another news rabbit out of his hat. Last month he went to Washington to transcribe an interview with Byron Price, the chief censor, who had promised him the privilege at the Chicago NAB convention.

When May returned to Omaha, he brought with him not only the Price platter but also transcribed interviews with WAC Col. Oveta Culp Hobby; Adm. Emory S. Land, Chairman of the Maritime Commission; Joseph Eastman, Director of Defense Transportation; Donald Nelson, WPB Chairman; and Harold Ickes, Secretary of the Interior. All are being aired on his weekly *News Views & Interviews* show for Haskins Bros. & Co., soap manufacturers, on a special midwestern net of WOW KSO WMT KMMJ.

Herrington Joins G-C-N Co.

WILLIAM HERRINGTON has resigned as research director of Leo Burnett Co., Chicago, to take a similar post at Geyer, Cornell & Newell Co., New York. Mr. Herrington headed the research department of Blackett-Sample-Hummert, Chicago, and was assistant to the research director at J. Walter Thompson Co., 1929-1936.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

...but don't take our word for it- *Look at the Record!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.7	26.4	38.5	20.6
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	34.4	28.4	23.5	12.1
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	34.5	20.3	35.8	8.3

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

PACIFIC COAST PROGRAM NOTES

The guesses averaged 5000.

No one expected 10,233 inquiries.

Yet that's the total Edward Jorgenson, Pacific Blue commentator, drew from five offers of a free canning booklet.

And the offer was made during the final week of August, tag-end of the home canning season!

On a cost-per-inquiry basis Jorgenson's response was decisively superior to some of the nation's best daytime programs.

This response confirmed Pacific Blue's suspicions that Edward Jorgenson presents one of the most rewarding opportunities in Pacific Coast daytime radio.

These suspicions were aroused when Jorgenson in July—after only four months on the air—topped two long-established sponsored commentaries on other Coast networks in the Hooper sweepstakes.

Edward Jorgenson is the lead-off commentator of Pacific Blue's Monday through Friday hour of news and commentary—"Blue Newsroom Review," which is composed of seven separate programs.

Jorgenson's qualifications? Two decades as a key editorial employee of five great newspapers and as an "editorial trouble-shooter" for one of the national newspaper chains.

More details? They're all in a presentation available from the New York, Chicago, or Detroit offices of Blue Spot Sales or directly from the

PACIFIC BLUE NETWORK

South Texas' RADIO PACKAGE

KMAC SAN ANTONIO
KPAB LAREDO
KEYS CORPUS CHRISTI
KGBS HARLINGEN

Primary coverage of four prosperous markets in one, at small cost. That, wrapped up in one package is what this great combination gives you. Your account handled by each station, working closely with retailers and wholesalers in each area, plus maximum coverage of the entire, rich South Texas market in one bundle!

4 Stars on Your Profit Horizon

★ KMAC · San Antonio
★ KEYS · Corpus Christi
★ KGBS · · Harlingen
★ KPAB · · · Laredo

MORE PRIMARY COVERAGE OF THIS RICH MARKET THAN ANY OTHER STATION OR GROUP

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG
SAN ANTONIO, TEXAS

Decca Fees Go to AFM Fund

(*Continued from page 9*)

that the full text of the World-Decca contract with the union had been promised by that date. Panel, however, pointed out that it "retains full jurisdiction of this dispute in all particulars," including "terms and conditions of contracts and agreements entered into to the extent that they are matters of national concern under the broad powers to the WLB."

This statement opens the possibility that the WLB might refuse to approve the Decca-World contract with the union if in fact it does call for the payment of fees on recordings directly to the AFM, on the ground that such a contract would be contrary to public policy.

The board has set a precedent for such action in its refusal to ratify the portal-to-portal contract between the United Mine Workers and the Illinois mine operators.

Announcement of the agreement between the AFM and Decca-World was made the preceding Saturday in a joint statement made by Petrillo and Kapp, that "a complete understanding" had been reached "which will make the services of members of the AFM available to those companies for the recording of phonograph records and electrical transcriptions, respectively." Their statement added that "the agreement is the result of discussions over a period of months during which the mutual problems of management and labor were considered with sympathetic appreciation and reflect a genuine purpose of cooperation."

Tenor Changed

The atmosphere of the hearings, which resumed on Monday afternoon after a recess of more than a week, granted at the request of the AFM for time to prepare its reply argument to that of the transcription companies [BROADCASTING, Sept. 13] and extended at the union's further request, was considerably altered by the news that one of the companies had settled with the union. Panel Chairman Arthur S. Meyer opened the session with a request for a statement from Milton Diamond, attorney for Decca-World, who said that a complete accord had been reached and that final contracts were expected to be signed before the end of the week. He said he did not care to disclose terms until the contracts had been signed.

Mr. Socolow said his clients were anxious to achieve the same result as World and asked the AFM, which had permitted World to resume employment of its members on its verbal agreement, to grant this same privelege to World's competitors, with the terms of any agreement finally negotiated retroactive to the date of employment.

AFM Counsel Joseph A. Padway stated that the union would not consent to any such arrangement. "We expect," he said, "to bring all lawful pressure on the other companies to get them to accept the same terms we have negotiated with World." He added that while Decca is outside the jurisdiction of the panel, the same principle applies to its competitors in the phonograph record field.

Pointing out that the other transcription companies had the same opportunity as World to negotiate with the AFM, whose "door was open all the time," Mr. Padway said that they had stayed away but that now they want the chance to examine World's deal to see whether they like it or not and meanwhile they want to be able to store up a backlog of recordings that would make them independent of the AFM for two years. "We aren't that dumb," he declared.

AFM Offered Its Terms

Asked by Gilbert E. Fuller, industry representative on the panel, if he thought it fair to give World a temporary advantage over its competitors, Mr. Padway replied that any company willing to take the terms agreed to by World "can have them and can start making recordings five minutes after they agree to accept them."

At Mr. Socolow's request the hearing became an executive session which continued through the afternoon and the following morning, during which time the panel conferred both jointly and separately with the transcription companies and the union. In these closed sessions the union gave the companies the general outline of its agreement with World, which calls for a royalty of 3% on the revenue from library transcriptions and other transcriptions used more than once, but places no fees above normal wage payments to musicians employed on commercial transcriptions used only once. It was learned that AFM then offered these same terms to any other company, agreeing to make its members immediately available if the company would agree to accept all terms of the final contract between World and the AFM, regardless of what they may finally be, and to withdraw from the hearing.

While the transcription companies were considering this offer, NBC representatives voluntarily withdrew from the session, so as not to influence the decision of the other companies who, lacking the resources of a network, might be more inclined from economic pressure to make an immediate settlement with the union.

At the resumption of the public hearing Tuesday afternoon, Henry A. Friedman, AFM attorney, said that at the request of Mrs. G. A. Kelleher, owner of Empire Broadcasting Corp., he had prepared a memorandum for her signature, but Mr. Socolow stated that she had informed him she did not intend to sign it at that time. Thomas Kelleher of WOR's recording department (no relation) said he also had a copy of the union statement which he wanted more time to consider.

Socolow Asks Order

Mr. Friedman repeated Mr. Padway's statement that the contract with World was being prepared and upon its completion and signing, expected within a few days, it would be submitted to the other companies for their acceptance if they so desired.

Mr. Socolow then made his re-

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

"PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED"
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

A NEW VOICE in
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling programs. Two great networks — the Blue Network and Mutual Broadcasting System
BLUE · MUTUAL

GOING BLUE all the way, executives and staff members of KFMB San Diego, pitched in with painters to re-tint studios to appropriate azure hue. Station became a basic BLUE affiliate on Sept. 1. Impromptu brush-wielders helping painters (l to r) are Elsie McKinnon, traffic manager; Jack Gross, general manager; Russene Lyon (behind counter) receptionist; Charles Granville, program director (touching up ceiling).

quest for an order to the union to resume work for his clients as well as for World, and for an immediate resumption of hearings on the union strike, declaring that "we are faced with the worst kind of unfair discrimination". He said that the terms of the AFM-World agreement, as revealed in the private sessions, were "thoroughly abhorrent" to the companies he represents, which, he said, they made clear in their letter to the union on Feb. 23, adding that both World Broadcasting System and Decca Records were also signatories to this letter.

"I do not believe," he declared, "that when the terms of the union's agreement with World and Decca are fully disclosed, they will be such as can be made the basis for any industry agreement."

Stating that the panel would take no action on Mr. Socolow's request at that time, but would adjourn the hearings until Monday, Chairman Meyer said: "It appears certain that by that time the situation will be somewhat clarified. Both Mr. Diamond and Mr. Padway have assured us that the contract with Decca and World will be completed this week. The remaining companies will have had an opportunity to consider the terms of that contract. If it is found to be acceptable to them, the problem which now concerns Mr. Socolow will be speedily resolved. If it is not acceptable, the problem as it is now presented will have vanished because the remaining companies by rejecting the proffered settlement will have themselves chosen to continue their competitive disadvantage of which they now complain and the panel will resume consideration of the dispute.

Panel Awaits Terms

"The panel does not deny the relief requested," Chairman Meyer continued, "since the competitive disadvantage may continue. It merely postpones its decision. There also exists the possibility that the choice to which I have referred cannot be made by reason of failure to complete the contract within the allotted period.

"In any event the panel retains full jurisdiction of this dispute in all particulars, including not only relief which might later be requested with respect to the situation as it now exists or as it may develop during the period of adjournment, but also the panel retains jurisdiction of the terms and conditions of contracts and agreements entered into to the extent that they are matters of national concern under the broad powers of the National War Labor Board.

"If any party decides to withdraw from the case, the panel wishes to make clear that such withdrawal can only mean that the party withdrawing will no longer participate; no agreement of withdrawal, though acceeded to by the panel, implies that the panel has surrendered its jurisdiction nor does it mean that other withdrawals will be permitted in cases which the panel may believe are not analagous."

IT'S VEDDY CRUDE IN OIL (KY.)!

Well, we *say* it's crude in Oil, Kentucky—but maybe we're wrong. Maybe the people down there subsist entirely on caviar and champagne. But taint likely—and all figures prove that you can still sell more than twice as much of *anything* in the Louisville Trading Area than in all the rest of Kentucky *combined*. WAVE gives you this biggest market, at less cost! Want *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

CAMEL CO. SHIFTS PROGRAM PLANS

ALTHOUGH R. J. Reynolds Tobacco Co., Winston-Salem, N. C., announced two weeks ago that *Abbott & Costello* would return Oct. 7 to NBC in the 10-10:30 p.m. spot, now filled with the Durante-Moore show, also for Camel cigarettes, plans have changed and the company has worked out an unusual solution until Lou Costello is well enough to return to the air. Jimmy Durante and Garry Moore will continue on the NBC half-hour they now occupy, and in addition on Oct. 8, they will move to CBS, thus putting on two completely different shows each week.

According to Wm. Esty & Co., New York, the arrangement will continue until mid-October when Costello is expected back. Phil Cohan will be production director for both programs, while George Faulkner will serve as script editor, operating from the West Coast.

THOMSON RESIGNS CAB MANAGERSHIP

DR. J. S. THOMSON, general manager of the Canadian Broadcasting Corp. since Nov. 2, 1942, resumes his post as president of the U. of Saskatchewan at Regina with the beginning of the academic year, it was announced at Ottawa following the meeting of the CBC Board of Governors.

Rumors of this move have been current for some time in Canada [BROADCASTING, Sept. 6].

The CBC Board stated that it will hold another meeting in October at Ottawa to recommend a successor to Dr. Thomson, the recommendation going to the Canadian government which must make the appointment. In the interim it is expected that assistant general manager Dr. Augustin Frigon will act as general manager. While various Canadian broadcasters in the Dominion have been named as possibilities for the post, it is expected that someone from within the CBC will be recommended to the government.

Thermostat Series

MINNEAPOLIS - HONEYWELL Regulator Co., Minneapolis, which last year sponsored the BLUE program *Alias John Freedom* on a once every fourth week basis, is returning to the air Oct. 10 on CBS with a Sunday morning program originating from the Great Lakes Naval Training Station. Heard 11:05-11:30 a.m. on the full CBS network, the series will be entitled *Blue Jacket Choir With Danny O'Neil*, and will be on an institutional basis. Agency is Addison Lewis & Associates, Minneapolis.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

ANOTHER 23% GAIN IN BUSINESS

There was a 23 per cent gain in the Jackson area in July, 1943 over the same month in 1942.

This is typical of the UP trend in Metropolitan Jackson.

WJDX D-O-M-I-N-A-T-E-S this profitable market and can produce EXTRA results for you.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

21 YEARS OF PUBLIC SERVICE
WSYR
NBC
570 KC
5000 WATTS

5000 Watts
570 Kc.
OHIO'S 3RD MARKET
CBS
5000 WATTS 570 KC
WKBN
YOUNGSTOWN, OHIO
Represented by: PAUL H. RAYMER CO.

SELL THE 7th. STATE
MAINE
N.H.
* CUT YOURSELF 1/3 of NEW ENGLAND
with STATION WLAW
CONN. R.I.
LAWRENCE, MASS. 680 K.C.

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.
WIBW The Voice of Kansas in TOPEKA

Studio Notes

SPOT announcements, news items, interviews with flying heroes, and a special remote program all were part of the promotion activities of WEIM Fitchburg, Mass., in connection with the Army Air Meet held Sept. 12 at Fitchburg-Leominster airport to secure air pilot enlistments.

FIRST broadcast from Whitehorse, Yukon, on the Alaska Highway, was made Sept. 21 as part of the opening ceremonies of a new Yukon theatre built at Whitehorse in three weeks, and opening with Irving Berlin's *This Is the Army*. Canadian Broadcasting Corp. engineers handled the broadcast by producing the first 15 minutes from the CBC Toronto studios, then doing the opening ceremonies of the theatre from Whitehorse.

FEATURING Hollywood radio and film talent, a series of 25 transcribed five-minute programs has been cut by C. P. MacGregor Co., Hollywood transcription producers for the Canadian Fifth Victory Loan drive starting Oct. 20. Series is being distributed to all stations in Canada for release starting Oct. 1.

ADDRESS by Roane Waring, National Commander of the American Legion, at Denver Governor's Conference was broadcast by KOA Denver to the entire NBC network. Waring has recently completed a 25,000 mile tour of inspection of troops in this country and overseas.

DEDICATION of the million-dollar aircraft maintenance and office building at Pan-American Field, Miami, reached NBC listeners through WIOD Miami, with Frank Malone as commentator.

KMPC Beverly Hills has contracted for the special AP radio wire of Press Assn.

CHARLES MICHELSON Radio Transcriptions, New York, announces 17 new accounts on four series: *The Shadow* on KTKC WHB WLOL WDNC WKMO KRLD KYUM WOWO KFEL WKRC; *My Prayer Was Answered* on WALA WKMO WACO WGST; *Five Minute Mysteries* on KFSD and All-Canadian Radio Facilities; *Smilin' Ed McConnell* on WDNC.

CLIFF EDWARDS (Ukelele Ike) has just completed recording 40 songs for Lang-Worth which is releasing them to 228 radio stations as part of its library service. Edwards has been featured in musical comedy, vaudeville, revues, night clubs and motion pictures.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

FIRST NATIONAL Convention of Broadcasters, held in Mexico City Sept. 6-11, elected Dr. Luis de la Rosa (at left in lower photo), new president of the National Chamber of the Radio Industry of Mexico, succeeding Emilio Azcarraga (r) of XEW. Standing in front of Mexico City Lions Club, convention headquarters, are Mexican Government executives who attended the opening meeting. They are (l to r) Jose Altamirano, Federal Government Information Dept.; Alex Buelna, Federal Government Touring Dept.; Jose Luis Fernandez, Secretary of National Chamber of Radio Industry; Caeas Aleman, Subsecretary of State Dept.; Dr. de la Rosa; Senor Azcarraga; Jorge Gurierrez of Radio Programas De Mexico.

STARTING Oct. 1, *Quiz of Two Cities* will originate from WGST Atlanta 9:30-10 p.m. Fridays, on a 39-week contract. Frank Gaither will be m.c., and Don Naylor will handle production. Noxzema sponsors show. Agency is Ruthrauff & Ryan, N. Y.

COMBINING promotional efforts for more home-grown food, KNX Hollywood and *Los Angeles Times* presented blue-ribbon and War Bond prizes for Victory gardeners displaying the best of 28 varieties of vegetable produce. In lieu of the annual fair, County Fair Assn. authorized awarding of official ribbons to winning contestants.

WSFA Montgomery, Ala., has acquired the special AP radio wire from Press Assn.

KFAC Los Angeles, has acquired the special AP radio wire from Press Ass'n.

AT REQUEST of the Office of Coordinator of Inter-American Affairs and CBC, the five-weekly half-hour NBC sustainer, *Mirth & Madness*, is being shortwaved to Mexico, Central America, South America, and Canada. Transcriptions of the recent drama, *These Are Americans*, on CBS Pacific stations, have been requested by the International YMCA.

7 Drug Firms Combined In American Home Unit

WYETH Inc., formed as a wholly-owned subsidiary of American Home Products Corp., will merge seven large companies in the proprietary pharmaceutical, biological and nutritional products fields, American Home announced last week.

Headed by the 83-year-old Philadelphia pharmaceutical house, the new concern will comprise S.M.A. Corp. of Chicago and Mason City, Mich.; Petrolagar Laboratories and the Bovinine Co., both of Chicago; Reichel Laboratories Inc. of Kimberton and West Chester, Pa.; Gilliland Laboratories Inc., Marietta, Pa., and General Biochemicals Inc., Chagrin Falls, Ohio.

Harry S. Howard, American Home president, will resign to head the new firm which will be world-wide in its operations of plants in England, Canada, Australia, New Zealand, South Africa and Argentina.

FOR FM Fine Music
In KANSAS CITY it's "COMMERCIAL RADIO'S"
K49KC
K.C.'s Pioneer Commercial FREQUENCY MODULATION STATION
Owned and Operated by
COMMERCIAL RADIO EQUIPMENT COMPANY

HOYT REVAMPS OWI DOMESTIC BRANCH

A REALIGNMENT of personnel in the OWI domestic branch, designed to effect economies and to improve the agency's effectiveness in its various media services, was announced last week by Palmer Hoyt, Domestic Director.

Mr. Hoyt divided the work of the branch into six areas, each under an OWI deputy director who will be responsible for the information programs of the war agencies assigned to the area. Heretofore, the deputies were responsible only for policy in their respective fields and for liaison with the departments concerned.

OWI functions with respect to domestic radio were left unchanged, the Radio Bureau continuing as the channel between war agencies and the broadcasting industry, coordinating and allocating government requests for time, preparation of war messages, and clearance of government programs.

Entertainment Council Tells War Effort Plans

NATIONAL ENTERTAINMENT Industry Council is to head a number of activities coordinating war efforts of the entertainment industry. Network and local radio will play a predominant part in United Nations Night, Sept. 30, with a four-hour performance at the War Bond Tent, Times Square, New York, broadcast by New York stations every other half-hour, from 8 p.m. to midnight, and networks will contribute time as available.

The NEIC's radio projects committee met in New York Sept. 24, at the call of George Heller, chairman, to discuss with network and agency representatives means of making radio talent available for show units to present non-broadcast entertainment at camps and hospitals in the New York area. Project will be tried out there and extended if successful. Postponed from Oct. 5 to Oct. 15, the NEIC's pledge rally in Times Square, will be the occasion for announcing the pledges of cooperation of NEIC members and for the unveiling of a service flag of the entertainment industry displaying 75,000 blue stars and 35 gold. Second general council meeting of the NEIC is scheduled at the Hotel Astor, New York, Sept. 28 with James Sauter, coordinator, presiding.

Network Accounts

All time Eastern Wartime unless indicated

New Business

JOHN MORRELL & Co., Chicago (Red Heart 3-Flavor Dog Food), on Oct. 2 starts Bob Becker's *Pet Parade* on 70 NBC stations, Sat., 10:45-11 a.m. Agency: Henri, Hurst & MacDonald, Chicago.

READERS DIGEST ASSN., Pleasantville, N. Y. (*Readers' Digest*), on Oct 7 starts *Frazier Hunt* on about 130 BLUE stations, Thurs., 10:15-10:30 p.m. Agency: BBDO, N. Y.

CANADA STARCH Co., Montreal (corn syrup) on Oct. 7 starts *Que Feriez Vous* on 3 Canadian Broadcasting Corp. subsidiary network stations, Thursday 8-8:30 p.m. Agency: J. E. Huot, Montreal.

NATIONAL CELLULOSE Co., Hamilton, Ont., (Facelle tissue) on Sept. 19 started *Toronto Conservatory Program* on CKCO CFRB CFPL Sun. 2-2:15 p.m. Agency: Ferres Adv. Service, Hamilton Ont.

SHIRRIFF'S Ltd., Toronto (marmalade) on Sept. 7 started *Fun Parade* on CFRB CKCO CFCF Tues. 8:30 9 p.m. Agency: Cockfield Brown & Co., Toronto.

A. E. STALEY Mfg. Co., Decatur, Ill., (Stoy, syrups, starches), in December starts undetermined program on 157 BLUE stations, Mon. thru Fri., 10-10:15 a.m. Agency: Blackett-Sample-Hummert, Chicago.

SWIFT & Co., Chicago (Jewel shortening), on Dec. 21 starts *Breakfast At Sardi's* on 13 BLUE Pacific stations, Tues., Wed., Fri., 9:40-9:45 a.m. (PWT). Agency: J. Walter Thompson Co., Chicago.

MINNEAPOLIS-HONEYWELL REGULATOR Co., Minneapolis (institutional), on Oct. 10 starts *Blue Jacket Choir with Danny O'Neil* on 139 CBS stations, Sun., 11:05-11:30 a.m. Agency: Addison Lewis & Associates, Minneapolis.

RUSSELL MILLER MILLING Co., Minneapolis, started three-weekly quarter hour series for Occident flour on NCBS Michigan stations Sept. 20, and on the remaining Minnesota and Iowa stations on Sept. 27. Contract is for 26 weeks.

JOHNSTONE DRUG Co., Rochester, N. Y., starts Oct 18 for 26 weeks a 10 minute news series on 11 NCBS affiliates for Kleenite and Buckley's cough mixture. One minute spots, six days weekly, have also been scheduled over 11 other NCBS affiliates.

SOIL-OFF MFG. Co., Glendale Cal. (paint cleaner), on Sept. 29 starts for 52 weeks, *Galen Drake*, on 8 CBS Pacific stations, Mon., Wed., Fri., 5-5:15 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

TURCO PRODUCTS Inc., Los Angeles (cleanser), on Nov. 8 starts for 26 weeks, *Keep Smiling*, on 4 Don Lee Cal. stations (KHJ KGB KVOE KFXM), Mon. 8-8:15 p.m. (PWT). Agency: Warren P. Fehlman Adv. Co., Los Angeles.

STANDARD BRANDS Inc., New York (Tenlet Leaf Tea), on Sept. 27 starts *Mary Marlin* on 39 CBS stations Mon. thru Fri., 3-3:15 p.m. (rebroadcast 5 p.m.). Agency J Walter Thompson Co., N. Y.

Renewal Accounts

PHARMACO Inc., Newark (Feen-A-Mint, Chooz), on Sept. 24 renewed for 52 weeks *Double Or Nothing* on 211 MBS stations, Fri., 9:30-10 p.m. Agency: Wm. Esty & Co., N. Y.

'Big Town' Returns

IRONIZED YEAST Co., Atlanta, replaces *Lights Out* with *Big Town* Oct. 5 in the Tuesday evening 8-8:30 spot on CBS. Edward Pawley, radio and stage actor, will play the leading role made famous by Edward G. Robinson, when the program was on the air for Lever Bros. Co., Cambridge. *Big Town* is written and directed by Jerry McGill, former reporter. Ironized Yeast on Oct. 10 is discontinuing sponsorship of the *Good Will Hour*, on the BLUE Sundays, 10-11 p.m. Ruthrauff & Ryan, New York, is the agency.

MILES LABS Inc., Elkhart, Ind. (Alka-Seltzer, vitamins), on Sept. 22 renewed for 52 weeks, *Lum & Abner* on 83 BLUE stations, Mon. thru Thurs., 8:15-8:30 p.m., with West Coast repeat, 8:15-8:30 p.m. (PWT). Agency: Wade Adv., Chicago.

PLOUGH Inc., Memphis (Penetro, St. Joseph aspirin), on Oct. 4 renews for 52 weeks, *Fulton Lewis jr.*, on 34 Don Lee stations, Mon., Thurs., Fri. 4-4:15 p.m. (PWT). Agency: Lake-Spiro-Shurman, Memphis.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on Oct. 2 renews *Inner Sanctum* on 116 CBS stations, Sat., 8:30 8:55 p.m. Agency: Ted Bates Inc., N. Y.

LEVER BROTHERS, Cambridge, Mass., renewed its schedule of one minute spots and chain breaks Sept. 20 on 13 NCBS affiliates, for Vimms vitamin tablets.

GROVE LABS., St. Louis on Oct. 4 renews for 52 weeks *Reveille Roundup*, at the same time adding 4 Arizona stations (KTAR KYUM KVOA KGLU), making a total of 90 NBC stations, Mon., Wed. and Fri., 7:45-8 a.m. (repeat at 8:45, 10:30). Agency: Russell M. Seeds Co., Chicago.

E. I. DuPONT de Nemours & Co., Wilmington, Del., (institutional), on Sept. 27 renews for 52 weeks *Cavalcade of America*, at the same time adding 71 NBC stations, making a total of 125 NBC stations, Mon., 8-8:30 p.m. Agency: BBDO, N. Y.

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels), on Nov. 13 renews for 13 weeks *Leon Henderson*, at the same time adding 10-15 BLUE stations, making a total of 67, Sat., 6:45-7 p.m. Agency: Advertising & Sales Council, Winchester, Va.

GENERAL FOODS Corp., New York (Bird's Eye Frosted Foods), on Sept. 30 adds five CBS stations to *Dinah Shore* program, making a total of 122 CBS stations, Thurs., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

Network Changes

PABST SALES Co., Chicago (beer), on Oct. 9 shifts *Blue Ribbon Town* on 107 CBS stations, Saturday 10:15-10:45 p.m. (EWT) to Saturday, 8-8:30 p.m. (EWT), with West Coast repeat, 9:45-10:15 p.m. (PWT). Agency: Warwick & Legler, N. Y.

GENERAL FOODS Corp., New York (Grapenut Flakes, Wheatmeal), on Oct. 10 shifts *Those We Love* on 131 NBC stations from Sun., 7-7:30 p.m., to Sun., 2-2:30 p.m. Agency: Young & Rubicam, N. Y.

STANDARD BRANDS Inc., New York (coffee), on Oct. 17 shifts *Chase & Sanborn Show* on 132 NBC stations, Sun., 8-8:30 p.m., with repeat on KGU Honolulu, Sun., 5:30-6 p.m., from Hollywood to New York for three weeks or more. Agency: J. Walter Thompson Co., N. Y.

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS, Exclusive National Rep.

The TEXAS RANGERS now

Selling Lumber on KGHL

Billings

...also selling many other products on many other stations.

George E. Halley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

Ask HAL HENDRICK OF TRACY-LOCKE-DAWSON NEW YORK about WDGY

Established 1923 MINNEAPOLIS

Now fulfilling the third order for sponsorship of our "In the Bleachers", spo. s review with Sue Mann, six days weekly, for the Continental Oil Company (Conoco Nu-Motor Oil).

NAT'L REPS: WILLIAM G. RAMBEAU CO.

PRIMARY COVERAGE

SECONDARY COVERAGE

Based on NAB Standards

THE NORTHWEST'S BEST BUY!

STATION OWNERS WHO NEED A SALES MANAGER

I am now top salesman with a 5000 watt network station in Central States area. My weekly billings have reached $1000.00 a week but because of the setup, I have gone as far as possible. Fifteen years in radio sales, with practical knowledge of promotion, program ideas and merchandising. Over the draft age, married and respectable. Available thirty days after definite arrangements have been made. Address

BOX 316, BROADCASTING

First on New York's Dial...570

wmca

America's Leading Independent Station

5000 WATTS

DAY & NIGHT

WDEL

1150KC

WILMINGTON, DELAWARE

Sales Representative

PAUL H. RAYMER

U.P. gives you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 18 TO SEPTEMBER 24 INCLUSIVE

Decisions . . .

SEPTEMBER 21

KWJB Globe, Ariz.—Granted consent to voluntary assignment license from Bartley T. Sims, d-b as Sims Broadcasting Co., for $20,000 cash.

WCBT Roanoke Rapids, N. C.—Granted consent to voluntary assignment license from J. Winfield Crew Jr., to WCBT Inc., organized by S. Ellis Crew, W. Lunsford Crew, J. Winfield Crew (brothers).

WBAX Wilkes Barre, Pa.—Granted petition for 90-day extension of temp. license pending FCC decision in "Wilkes-Barre" cases.

KCMO Kansas City—Denied petition for reconsideration of FCC action designating for hearing application for mod. license to increase N power 1 to 5 kw.

KDRO Sedalia, Mo.—Designated for hearing application for assignment KDRO license from Albert S. and Robert A. Drohlich, partnership d-b as Drohlich Bros., to Milton J. Hinlein.

WGPC Albany, Ga.—Designated for hearing application for CP move transmitter and studio from Albany to West Point, Ga., change frequency from 1450 to 1490 kc, to be heard jointly with application of L. J. Duncan, Leila A. Duncan, Josephine A. Rawls, Effie H. Allen, d-b as Valley Broadcasting Co., West Point, Ga., for new station at West Point on 1490 kc, 250 w, unlimited.

WFTL Ft. Lauderdale, Fla.—Granted petition of Ralph A. Horton and Fort Industry Co. asking that hearing be expedited re applications of Horton for assignment of WFTL, WAAD and WRET licenses; for license to cover CP as mod., and of Fort Industry Co. for mod. license. Consolidated hearing on applications set for Oct. 11 in Miami.

W39NY New York—Granted license cover CP in part; conditions.

Granted petition of five FM stations, Philadelphia, to waive requirements of rule 3.261 to permit operation under cooperative plan to May 1, 1944.

Applications . . .

SEPTEMBER 18

KPHO Phoenix—Voluntary assignment license to Phoenix Broadcasting Inc. from M. C. Reese.

SEPTEMBER 21

WRUX Scituate, Mass.—License for new international station on 6040, 7805 kc, 7 kw, unlimited, A1, A3, A4 emission.

KGY Olympia, Wash.—CP to increase 100 to 250 w amended to change transmitting equipment.

WLAG LaGrange, Ga.—CP for booster transmitter at West Point, Ga., on 1240 kc, 100 w, synchronized with WLAG.

SEPTEMBER 22

W8XCT Cincinnati—Mod. CP as mod. for new experimental television station, extend completion date to April 28, 1944.

WKZO Kalamazoo, Mich.—Voluntary assignment license to John E. Fetzer and Rhea Y. Fetzer, d-b as Fetzer Broadcasting Co

Tentative Calendar . . .

WFLA Tampa—Oral argument on CP increase N power 1 to 5 kw, change DA-N (Sept. 29).

JOSEPH HANDCHETZ, engineer of WIP Philadelphia, is the father of a boy.

PARKER HUFF, recording engineer of the Robinson Recording Labs. of WIP Philadelphia, is entering the Army.

SAMUEL KAPLAN has been added to the engineering staff of WFIL Philadelphia as a temporary technician.

FRED MOORE, who left the engineering staff of WFIL Philadelphia ta accept a commission as lieutenant in the Army Signal Corps, has received a medical discharge from the Army and resumes his duties at the station this week.

EDWARD C. MAHONEY has been appointed to the engineering staff of KQW San Francisco.

GORDON ENGLISH has joined the operating staff of CJOR Vancouver.

ORVILLE WEIMER has been promoted to studio supervisor of KOWH Omaha, replacing Frank Shopen, who has joined the field engineering staff of Western Electric.

BRYON LOWER, technician for KFAB, KFOR Lincoln, Neb., has been transferred to KOIL Omaha.

OMER MARKLE has joined the engineering staff of KOWH Omaha.

STEPHEN GASPAROVITCH, transmitter operator of WJBK Detroit, is the father of a girl born Aug. 26.

HERMAN MICHAEL, sound effects engineer of CBS Hollywood, is the father of a girl born Sept. 16.

JIMMY GILMORE, engineer of CBR Vancouver, has married Mercedes Walker.

GORDON HODSON, formerly of the technical staff of CJOR Vancouver, recently received his commission as sub-lieutenant in the Royal Canadian Army.

ADDITIONS to the engineering staff of WIOD Miami, Fla., are Adele Goddard, Fred A. Collar and Y. M. Dickerson. Wilton Chiles has been appointed acting chief engineer, replacing M. N. Barwick, resigned.

HOWARD DEMPSEY of the engineering staff of WIRE Indianapolis, is temporarily stationed at WAOV Vincennes, Ind., as chief engineer.

EDWARD D. UNTERMEYER has joined the engineering staff of WSRR Stamford, Conn.

JEFFERSON DAVIS BLOOM Jr., chief engineer of WWL New Orleans, is the father of a girl born Sept. 12.

MARTHA ALBECK is now relief engineer at WIZE Springfield, Ohio.

MAX GOOD, engineer of WIND Gary, has left for Camp Claiborne, Ia., where he will join the Army engineering corps.

CPL. HARRY STUHLER, honorably discharged from the Marine Corps, is now control engineer at WAAT Newark.

IRVIN MITCHELL resigned from the engineering staff of WFIL Philadelphia, to become a warrant officer in the Marine Corps.

Here Is One Way to Solve Problems About ENGINEERING PERSONNEL!

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you have limited license holders on your engineering staff . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI spare-time training in Practical Radio Engineering can help solve your technical personnel problems . . . increase the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables you to train others to pass license tests for *dual work* during the emergency.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular set-up. No obligation, of course—write today; to—

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-9, 3224 16th Street, N. W., Washington 10, D. C.

REACH THE WOMEN OF THE OHIO VALLEY WITH....

Olive Kackley

50,000 WATTS CBS

WCKY

THE L. B. Wilson STATION

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Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

Help Wanted

WSGN Birmingham—Wants announcer immediately. Send picture, transcription and full details to Henry Johnston, Manager. Excellent working conditions and chance for good future.

ANNOUNCER—Control Board operator with clean professional voice wanted by 1000-watt daytime independent. Good hours, salary according to ability. Write WEGO, Concord, North Carolina.

Control Engineer—Experienced. Permanent position. Not draft replacement. Ideal conditions. Box 343, BROADCASTING.

Two Experienced Announcers—$40.00 per week to start. Write WKBZ, Muskegon, Michigan.

Program Director—Permanent position with 5 kw regional network station in the South East for qualified man. State previous experience, qualifications and draft status in your reply. Box 340, BROADCASTING.

1000 WATT—New York State CBS regional station offers exceptional opportunity for seasonal announcers . . . Enclose photograph and full particulars in first letter. Write Box 339, BROADCASTING.

Retail Salesman—Permanent position and excellent opportunity for able experienced man. WOC Davenport, Iowa.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 337, BROADCASTING.

HELP WANTED—ANNOUNCER — Excellent opportunity for good man. Network station in southern section. Write or wire, giving draft status, previous connections and full information. Box 334, BROADCASTING.

W-D-S-U New Orleans—Wants experienced announcer for permanent job that offers solid future. Send full details in first letter. Platter if possible.

Wanted—Two experienced copywriters, preferably women. State experience, expected salary and availability. Reply WCSC Charleston, South Carolina.

Midwest station—In thriving city of 60,000 needs experienced announcer. Must be draft deferred. $30 a week to start. Box 332, BROADCASTING.

Wanted Transmitter Operator—KSCJ, Sioux City, Iowa. Experience desirable. 5 KW Network Station—Directional Antenna.

Salesman-Announcer — Excellent opportunity for man capable writing copy, servicing accounts. Limited market but good salary or salary and commission. Non-defense area Rocky Mountain West. Box 329, BROADCASTING.

Announcer—Experienced, if you are located near East Coast wire your telephone number—WATR Waterbury, Conn.

COMMERCIAL MANAGER — Wanted: Progressive station, in excellent market needs services of "wide-awake" man with proven abilities. Salary and opportunities good. Write or wire Box 335, BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 338, BROADCASTING.

Wanted—Engineer, first class Radio Telephone, 10 KW Southern Station. Box 325, BROADCASTING.

Announcer Wanted—For mutual network station in Washington, D. C., preferably one with sports background. Send transcription, biography, and photograph. Box 320, BROADCASTING.

Situations Wanted

First Class Operator—25, draft deferred, desires permanent connection with progressive station. Experienced all phases operation, maintenance, and recording. Now employed. Box 333, BROADCASTING.

Announcer And Control Operator—Desires position together. Both experienced. Control operator with transmitter experience and holding restricted license. Night work for both if possible. Box 330, BROADCASTING.

All Around Sports Caster—Eight years' experience, draft exempt, college education, play-by-play, reconstruction all sports. Married two children. Paul Roscoe. Atchison, Kansas.

A-1 Ad Writer—And account executive with radio network experience desires to affiliate abilities with California agency or radio station. Married, two children, age 31, draft status 4-F. Available in November. Write V. E. Dodge-909-E. River Rd. Minneapolis, Minn.

Announcer—Draft deferred—1-C, some experience—pleasing voice. Can travel. Consider reasonable offer. Box 327, BROADCASTING.

Experienced Announcer—Available immediately for west coast Station. Handle all types; Dramatics, Sports, Music. Age 27. Draft Deferred. Box 326, BROADCASTING.

Manager or Assistant—Capable of selling production, writing, announcing news, sports, special events training replacement personnel. Now employed as General Manager 250 watt network station midwest. Married. Draft deferred. Age 34. Proven record of war time station management. Available October 1. Write or wire Box 324, BROADCASTING.

STATION MANAGER. EXPERIENCED, EXCELLENT REFERENCES. AVAILABLE IMMEDIATELY—Complete details on request. Box 322, BROADCASTING.

WRITER—Producer, news editor, BA in Journalism-Drama, seeking position with small network or local. Offers eight years' experience. Draft exemption. Available immediately. Box 321, BROADCASTING.

ANNOUNCER-NEWS-SPORTS—Man with experience, desires immediate change to better paying station. Draft 4-F. State salary arrangement and future possibilities. Now employed with network station. Box 319 BROADCASTING.

CONTROL-RECORDING — Engineer. 12 years' experience broadcasting. Married. Three dependents. 3A. New England States only. Available Oct. 1. Box 318, BROADCASTING.

Experienced Man—Programs, writing, production, announcing, third class ticket. Just rejected by Army. Any job, but must have opportunity to go places with livewire station. Immediately available. State duties, salary. Box 323 BROADCASTING.

Need a Sales Manager?—I am now top salesman with a 5,000 watt network station, central states area. 15 years in radio sales. Practical knowledge of promotion, program ideas in merchandising. Over draft age. Available 30 days after definite arrangements have been made. Box 317, BROADCASTING.

Experienced Announcer — News, sports, general announcing. 4-F classification. Desires change. State salary possibilities. Can submit audition disc. Box 341, BROADCASTING.

For Sale

For Sale—Complete one kilowatt RCA transmitter with Blaw Knox tower, plenty of spare tubes and other broadcasting equipment. Make offer. Box 342 BROADCASTING.

Wanted to Buy

Wanted To Buy—250 Watt transmitter. Also FCC approved modulation monitor and miscellaneous equipment. Send your list to G. F. Ashbacker 432 Apple Ave., Muskegon, Michigan.

Wanted To Buy—Radio Station in Florida. Box 336, BROADCASTING .

Wanted—Will pay spot cash for 250 watt transmitter, any make or model, good shape, and other equipment for local station installation. Box 331 BROADCASTING.

Wanted—187 foot used Vertical Tower with attachments. Box 328, BROADCASTING.

Wanted To Buy—250 Watt transmitter, also FCC approved frequency and modulation minitors. Audio imput equipment and tower. Send list to L. M. Hawley, 814 King Avenue, Florence, S. C.

Wanted—Remote Amplifier, 110 volt, AC operated, 3 channel imput, 250 ohms, in good condition. Send full description and price. Disco Recording, 334 Arcade Building, St. Louis.

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Radio Promoting Third Loan As Drive Nears $15 Billion Goal

Stations Continue Individual Promotion; Nets And Non-Affiliates Have Special Bond Days

MAGNITUDE of the effort and interest the radio industry has been directing toward the success of the Third War Loan Drive becomes more apparent and significant as the 15 billion dollar goal approaches achievement.

As requested by the Treasury Dept. the various network bond days have been run off as scheduled and the four major nets and the non-affiliates plugged the campaign on their respective days with round-the-clock consistency. Independently the various stations have continued promotion of the effort, as reports from all over the country show [BROADCASTING, Sept. 20].

Net Bond Days

Some 14 consecutive hours were devoted to the drive by MBS on its Bond Day, Sept. 18. Overseas broadcasts via the BBC and programs from Canada were part of the Mutual schedule. The BLUE, whose Bond Day was Sept. 19, aired War Bond programs from 8 a.m. to 1 a.m. the following day. Included were remotes from abroad, and from hospitals in this country where wounded servicemen were interviewed. Kate Smith carried the "Back the Attack" torch for CBS whose day was Sept. 21. She broadcast in behalf of the loan more than 60 times during the 17 hour schedule and wound up her all-day effort by appearing on a recorded musical program of WABC, Columbia's New York outlet, aired from 1-2 a.m. Sept. 22.

Stars of radio, stage and screen in addition to all of NBC's regular network programs took part in the NBC Bond Day campaign Sept. 26. From 8 a.m. to 1 a.m. the following day, all NBC sustaining programs and many commercial shows carried War Bond messages either in the form of script continuity or announcements. Every station break included such messages. Telephones in NBC studios were manned by stars who took pledge calls from listeners.

Independent's Day

Cross-section view of the non-affiliate stations shows that they came forth in behalf of the Third War Loan on Independent's Day, Sept. 23, with an array of special programs and events. KXL Portland, Ore., devoted the entire day's schedule to the promotion of War Bonds. Not a single commercial nor a single commercial firm's name was mentioned, KMTR Los Angeles released its entire facilities for 24 hour participation and top civic officials and Hollywood stars made guest appearances.

Six special half-hour programs were scheduled by WJJD Chicago. WJPR Greenville, Miss., arranged two full days for War Bond promotion in connection with Independent's Day. WJBW New Orleans directed its entire schedule to Bond promotion. KBPS Portland, Ore., owned and operated by Portland school district No. 1 broadcast a special War Bond half hour program from the auditorium of a local high school with transcribed repeat aired three times. Pupils in Portland's 70 public schools heard the program.

Both Italian and English programs aired over WOV New York on Sept. 23 were special War Bond programs. WEW St. Louis plugged the Third War Loan Drive with station break announcements and three and a half hours of special bond programs. Local organizations were given time on WSLB Ogdensburg, New York, for bond selling. Talent of WDGY Minneapolis combined for a two and a half hour show for the campaign in addition to numerous announcements and special bond emphasis on other programs. WQXR New York ran special features with appeals by war correspondents returned from the front.

Victory Network

The Washington State Victory Network, now almost two years old, is functioning in behalf of the Third War Loan Drive. All 26 stations in the unique hookup are taking part. To launch the drive in that region, a half hour broadcast was aired from Seattle's Victory Square. Two half hour dramas followed for Bond promotion, one from Seattle on Sept. 13 and the other from Spokane on Sept. 20. A round-table discussion with representative people from various groups was presented Sept. 25.

Washington's Victory Network was set up the week after Pearl Harbor in cooperation with the State Defense Council and Army and Navy communications officials to assure immediate emergency action on the part of all stations. Since then the network has been behind all war drives and loans. The Victory Network planning committee for the Third War Loan Drive was appointed at the end of last August with Bert Fisher of KOMO-KJR Seattle as chairman and Bill Moshier, also of KOMO-KJR, as vice chairman. Traffic, program, promotion and publicity, and sponsor cooperation committees were also set up. Every station is represented on one or more of the committees for whatever project is taken up.

$40,325 in War Bond purchases were made in a War Bond auction by WBLK Clarksburg, W. Va. broadcast Sept. 10. Even live pigeons were some of the items auctioned. Similar stunt was used by WBLK during the Second War Loan. While the KDKA Pittsburgh Bond Wagon has been cruising about the country in the interest of War Bond sales—more than $200,000 worth so far in cash sales—KDKA has been aiding the cause by purchasing five $10,000 bonds. WJNO West Palm Beach, Fla., during two and a half hours of special programs devoted to the Campaign obtained $125 per minute in pledges and subscriptions.

Three weekly programs sponsored on KLZ Denver by a large Denver department store are broadcast from a booth erected on the main floor of the store. Bond buyers may participate on the program by interview, song or reading. The city of Pittsburgh on Sept. 12 staged a big Bond rally with a vast array of Hollywood talent and sold admission tickets for Bond purchases. Preceeding the affair WWSW broadcast a 25 word spot announcement promoting the show but was soon asked by the War Finance Committee to stop all broadcasts in connection with the show as the response was so great that the crowds awaiting tickets were getting out of hand.

WDAY Fargo, North Dakota, sent ten of its entertainers on a Bond caravan tour about the state from Sept. 13 to 20. The group staged special shows and auctions in the interest of Bond sales. Local merchants contributed merchandise for Bond auction broadcast over WPAR Parkersburg, W. Va. Two nights' selling effort netted $53,650 in Bonds. Baseballs, autographed and presented personally by members of the Indianapolis Indians, were auctioned Sept. 12 for War Bonds by Byron Taggart, WIBC Indianapolis sports announcer. $75,000 goal was passed by $2,000. WIBC hill-billy talent have been competing in a War Bond popularity contest.

Indiana-Colorado Stunts

Special Indiana statewide broadcast in behalf of the Third War Loan Drive recently originated from WIRE Indianapolis. Gov. Henry F. Schricker spoke on behalf of the state and various other leaders spoke for their groups. Remote pickup was made from the hospital at Ft. Benjamin Harrison where a wounded soldier purchased the first Bond to open Indiana's drive to fill her $257,000,000 quota. Musical highlights for the half-hour show were presented by Lt. Rudy Vallee and his 11th Naval Dist. Coast Guard Band. The program was carried by 16 Indiana stations and WLW Cincinnati.

Round table discussion in behalf of the Third War Loan between the governors of seven states in the Rocky Mountain and Plains States region was broadcast over KOA Denver on Sept. 12. The program, which was arranged by KOA, required special wires into the capitals of the seven states from which the respective governors spoke, using local station facilities.

A governors' conference on mutual state problems was held in Denver Sept. 17 and 18 with the governors of 18 southern and western states attending. On Sept. 18, from Central City, Col., a half-hour program was broadcast by KOA Denver with the 18 governors participating and reporting on War Bond sales in their states.

Novel "Bonderee" series of WCED DuBois, Pa., sold nearly $140,000 worth of bonds during one week of remote broadcasts which included station talent. WOAI San Antonio, launched the drive in its area with a "Bond Voyage" program. Wives of servicemen overseas took pledges by phone during the broadcast.

Sept. 16, the Chamber of Commerce of Fitchburg, Mass., and WEIM Fitchburg staged a huge outdoor show for the Third War Loan Drive American Heroes' Day. Heroes returned from combat were interviewed and local merchants contributed $1,500 worth of merchandise which was auctioned for $35,000 in bonds. Auction was so successful WEIM broadcast it all evening instead of the one hour as planned.

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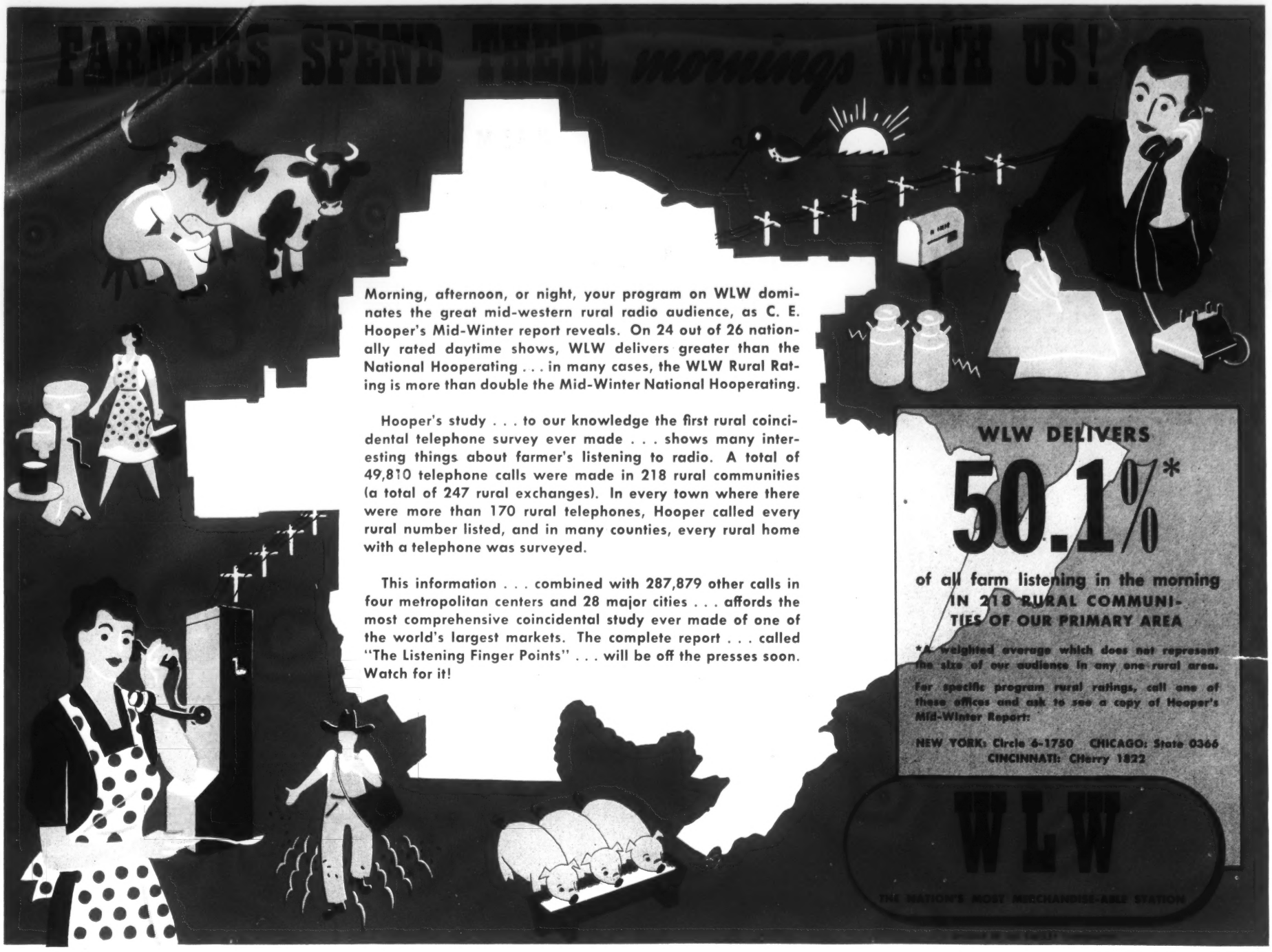

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Hooper's study . . . to our knowledge the first rural coincidental telephone survey ever made . . . shows many interesting things about farmer's listening to radio. A total of 49,810 telephone calls were made in 218 rural communities (a total of 247 rural exchanges). In every town where there were more than 170 rural telephones, Hooper called every rural number listed, and in many counties, every rural home with a telephone was surveyed.

This information . . . combined with 287,879 other calls in four metropolitan centers and 28 major cities . . . affords the most comprehensive coincidental study ever made of one of the world's largest markets. The complete report . . . called "The Listening Finger Points" . . . will be off the presses soon. Watch for it!

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of all farm listening in the morning IN 218 RURAL COMMUNITIES OF OUR PRIMARY AREA

*A weighted average which does not represent the size of our audience in any one rural area.

For specific program rural ratings, call one of these offices and ask to see a copy of Hooper's Mid-Winter Report:

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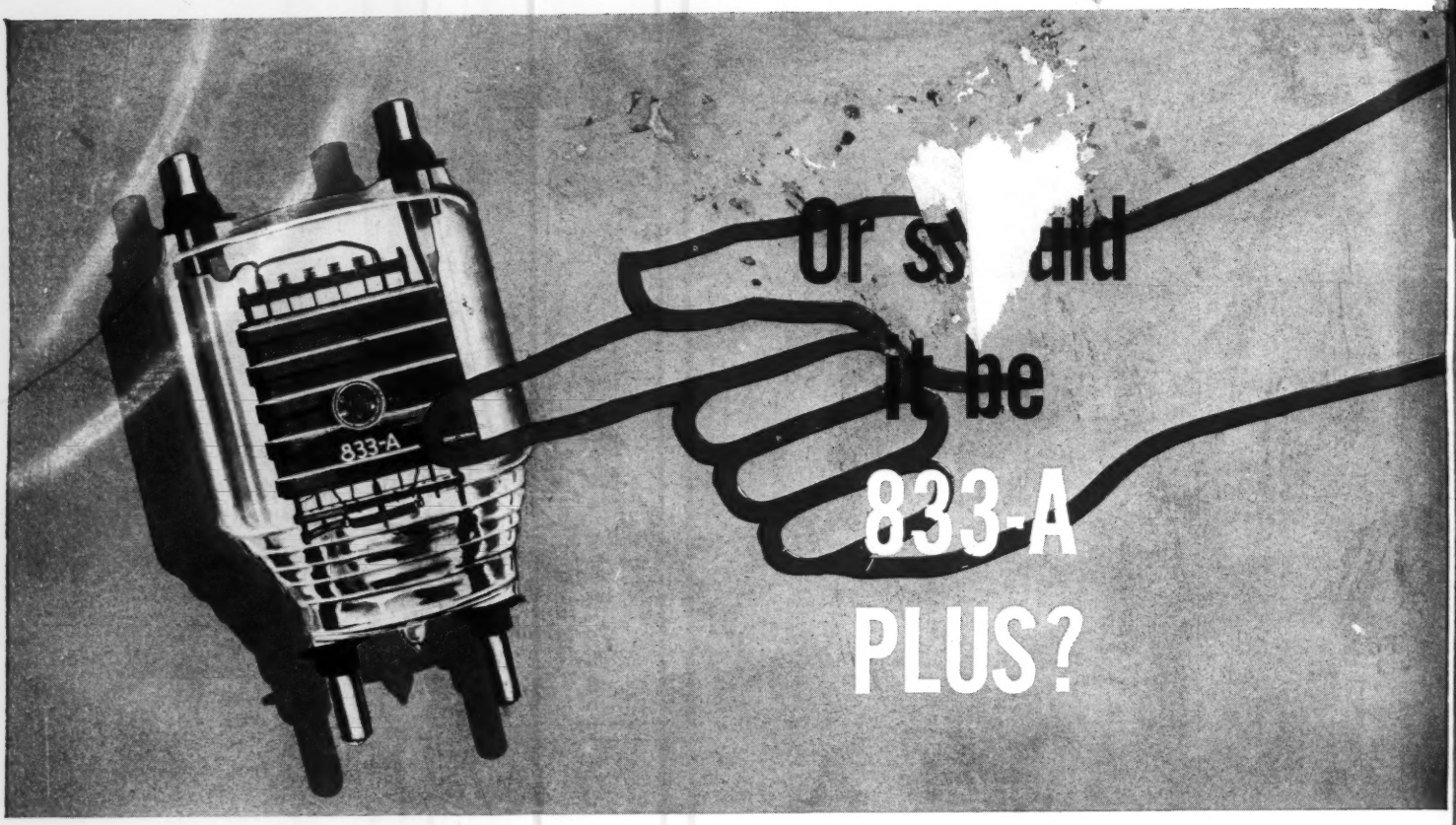

THE RCA 833 became the RCA 833-A long before Pearl Harbor—when important design changes made improved ratings possible.

Now the price is 10% lower—$76.50 instead of $85.00 because fine performance has meant wide acceptance, resulting in production economy.

ZIRCONIUM-COATED ANODE: This famous RCA anode gives the 833-A a 44% higher input rating and 33% higher plate dissipation. To a designer, that means wider application possibilities; to a user, it means the 833-A will give longer life than the 833 it replaced.

EMISSION RESERVE: The 100-watt thoriated tungsten filament of the 833-A has a tremendous reserve of emission. That means less chance of damage in case of unexpected overloads, plus longer filament life.

FILAMENT SHIELDING: The 833-A's plate is specially constructed to shield the filament, thus eliminating bulb bombardment by stray electrons.

FORCED AIR COOLING: Design refinements in the 833-A made it possible for RCA to announce increased ratings when forced-air cooling is used. That means you can increase power by the use of 833-A's instead of 833's—or, you can operate at the same power and run the 833-A's cooler.

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Typical Operation						
Plate Volts	4000	4000	3000	4000	4000	4000
Power output, watts	2400	2700	1000	1500	1440	1600
Driving power, watts	29	38	37	42	26	35
Max. frequency, Mc:						
at Full input	—	—	20	20	20	20
at 65% input	—	—	75	75	75	75

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